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SHOWMEN'S TRADE REVIEW

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

REVIEWED IN THIS ISSUE

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Vol. 33 No. 24

January 4
1941

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Equipment & Maintenance

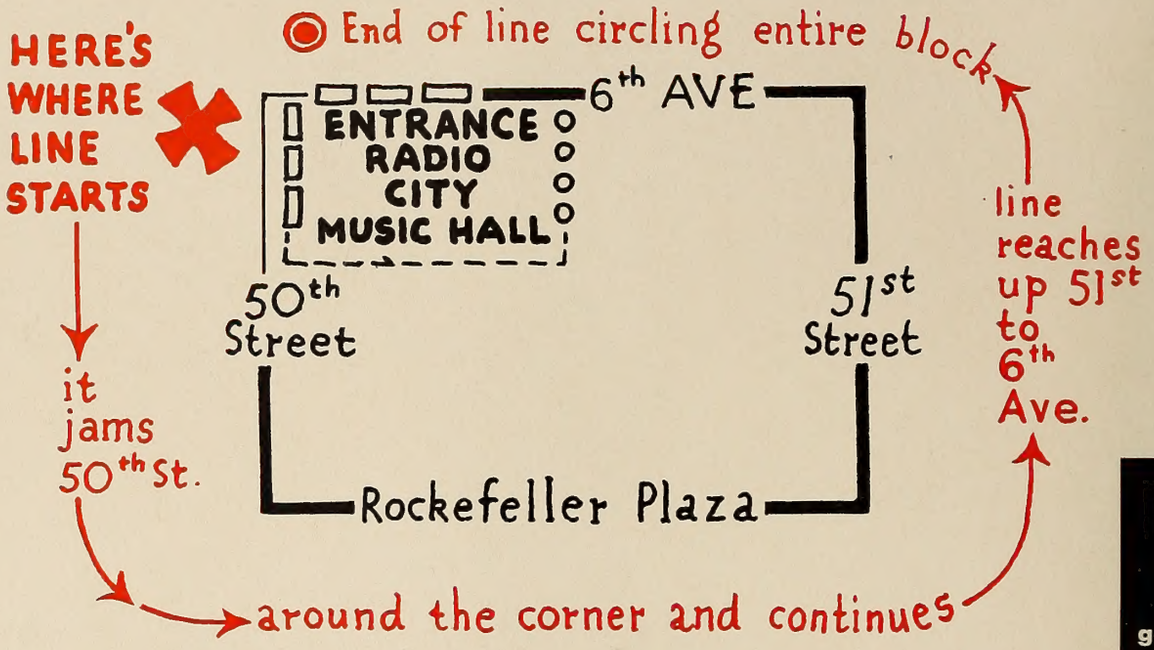
Complete Index to
STR for 1940

Monthly Product
Check-up and Summary

Radio City Music Hall Sets New Record!

"PHILADELPHIA STORY" LINES REACH COMPLETELY AROUND CITY BLOCK!

Sensational M-G-M hit creates unique street spectacle!

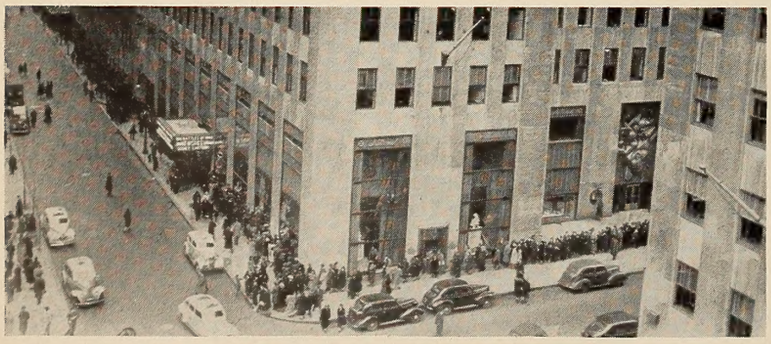


2d WEEK! and still going strong!





Inner lobby packed! Outside line starts here and waits patiently four abreast on East 50th Street.





Turning the corner at Rockefeller Plaza and continuing around on West 51st Street.





This is West 51st Street approaching 6th Avenue where circle is completed first time in history.

PN1993
S55

The Editorial Page

GOOD RESOLUTIONS

Since the beginning of a New Year is, traditionally, the time to make good resolutions, we offer a few for the consideration of those to whom they best apply.

RESOLVED: That theatremen pay closer attention to the operation of their theatres so as to maintain more efficient equipment and thereby give the pictures they show the full benefit of Hollywood's technical perfection. A Million Dollar production isn't worth ten cents if the projection equipment or lamps are below peak efficiency.

RESOLVED: That such equipment in poor condition or too old for further repairs be replaced by new and more modern equipment so that your theatre can be favorably compared with the best of them.

RESOLVED: That showmen make a more determined effort to earn the title of *showmen* through more aggressive and original show-selling activity. To plan and perfect attention-arresting campaigns that will definitely reach every prospective patron in their territory.

RESOLVED: That theatremen get out of their newspaper advertising rut by picking up some new ideas in their advertising copy and layouts so that each new ad carries a punch that will attract the reader's attention to its message.

RESOLVED: That the participating companies to the Consent Decree make every effort to smooth the workings of the selling plan so that exhibitors may swing into the new order with a minimum of friction in buying and booking.

RESOLVED: That the studios drop every production script that is of questionable box office value.

RESOLVED: That exhibitors make every effort to attend the trade shows of the more important product so that they may become more familiar with the pictures they will show in their theatres.

RESOLVED: That exhibitor organizations do less talking and pay more attention to local legislation and tax matters for the protection of their paying membership.

RESOLVED: That trade papers stop giving away junk to sell subscriptions and make their papers worth the subscription price without outside inducements. Good trade papers require no gags, gadgets or gimmicks.

RESOLVED: That producers stick to producing and let the distributing departments take care of the sales.

RESOLVED: That exhibitors put up as strong a front as did the broadcasters in fighting the excessive seat tax paid to ASCAP.

RESOLVED: That no chiselling be injected into the blocks-of-five plan. Especially the forcing of several turkeys with one or two good ones.

RESOLVED: That no arbitration be invoked unless there is real merit to the claim and not just to make trouble. (It may prove expensive to indulge in this pastime to judge by the cost list for arbitration.)

RESOLVED: That exhibitors give good pictures the benefit of single feature playing time for the full limit of their local appeal. Some people call this extended playing time.

RESOLVED: That *all* exhibitor conventions devote the major portion of their meetings to constructive discussions and not trouble making. Exhibitors are supposed to spend their time and money going to conventions for the purpose of improving their business as well as business relations.

RESOLVED: That short subjects be given the respect and attention due their pulling power through the medium of advertising shorts properly and making your patrons more shorts-conscious. They will pay handsome dividends over a period of time.

RESOLVED: That the next time a broadcast of major importance takes place during peak hours—such as the President's recent Sunday night address—theatremen get smart and advertise that the broadcast will be presented over the loud speakers in the theatre. Why make the customers stay home when they can see your show and hear such broadcasts in complete comfort?

RESOLVED: That exhibitors think twice before allowing outright advertising films to be shown on their screens. Ask yourself, Mr. Exhibitor, do the few dollars you get mean more to you than the resentment of your patrons?

RESOLVED: That every branch of the industry cooperate to try and make the Consent Decree workable. It deserves a fair trial and only a fair trial will determine whether it is good or bad for all parties concerned.

RESOLVED: That the balance of money remaining from the Motion Picture Campaign of two years ago be turned over to a competent committee to be used, as previously recommended by this paper, for minute broadcasts on every radio station in the country to stimulate interest in movies.

RESOLVED: That it's about time we stopped resolving and bring this to a close.

—*"CHICK" LEWIS*

Scollard New Agnew Aide

Will Work Out Operations For Para. Under Decree

C. J. "Pat" Scollard was appointed executive assistant to Neil Agnew, vice-president in charge of sales for Paramount, this week. Scollard has been with the company for the past two years and recently has been contact man between the sales and advertising departments.

His chief function in his new post will be to work out a plan of operation for the company's sales forces as well as the advertising and publicity departments under the consent decree. He is rated as an efficiency expert and accordingly will spend most of his time in seeking the simplest method of selling permissible under the terms of the decree.

President Barney Balaban has already announced that the company will offer only one block-of-five at a time, concentrating its efforts on selling one block before bringing out another one. Further announcements of policy are expected after Scollard has had time to work out a plan.

"Miss Bishop" Set for 3-Way World Premiere

Lincoln, Nebr.—World premiere of Richard A. Rowland's new United Artists release, "Cheers for Miss Bishop," will take place here on Jan. 14 when the picture will open simultaneously at three theatres—the Stuart, the Nebraska and the Lincoln. A large contingent of Hollywood personalities, headed by Martha Scott, William Gargan, Mary Anderson and Marsha Hunt, leading members of the cast, and Tay Garnett, director of the production, will come here for the event. Active support and cooperation for the premiere will be furnished by the University of Kansas, State officials and the local community organizations.

Plans Newsreel Policy to Offset Radiocasters' Lure

Toledo—Policy of the new Esquire Theatre, managed by Wally Caldwell, calls for the showing of what is claimed is the longest news sequence anywhere in Ohio. Having contracted for four newsreels, Caldwell will edit them for continuity and eliminate duplicate shots. He reasons that early evening newscasts keep many people home by their radios, and that the visual news coverage will act as an incentive to lure people to the theatre. Caldwell resigned as manager of Loew's Stillman, Cleveland, to take over the Esquire.

To Open Office Feb. 1

Lynn Farnol, former director of advertising and publicity for United Artists, plans to open his own public relations bureau about Feb. 1.

President's Speech Causes Decline in Movie Attendance

But Brief Lull in Business Is Offset by Terrific Post-Christmas Holiday Crowds at Broadway Houses

Attributed to popular interest in President Roosevelt's "fireside chat" to the people of the nation, a decided drop was noted in attendance at movie theatres throughout the country Sunday night, particularly those in the Eastern section, where people remained at home to listen to their radios while theatre attendance should have been reaching its peak.

Movie houses in New York, especially those in the neighborhoods, sustained the greatest losses in patronage. In many of these houses business fell off at least 50 per cent, although the Sunday matinee grosses were somewhat better than on an average Sunday, thus indicating that many transferred their movie-going activities to the matinee hour in order to be at home in the evening to listen to the President's speech, at 9:30 P. M., E.S.T.

The Grand Lounge at Radio City Music Hall, which can accommodate 1,000 persons, was filled to capacity as a radio was tuned in to the speech. At the Paramount, where business had been what is described as "terrific" during the day, crowds began to dwindle shortly before 9 P.M. Similar drops were noted at the same time by the Capitol and Rivoli Theatres.

Any losses suffered on Sunday night as far as Broadway theatres were concerned were more offset by the post-Christmas rush, which began on Christmas and continued at a fast pace through New Year's Day.

During the first four days of its engagement at the Music Hall, "The Philadelphia Story," which opened Dec. 26, played to 110,168 paid admissions, the largest 4-day attendance in the 8-year history of the theatre. From Christmas through New Year's Day the large house was forced to open its doors daily at 8:45, and sometimes earlier, to accommodate the crowds. Long lines extending around the block were in evidence at all times.

The Strand, with "Santa Fe Trail" as its chief attraction, had one of its biggest days on Christmas and grosses were far in excess of last year. Business continued at a high peak through New Year's Day. At the Paramount, "Love Thy Neighbor" garnered $65,000 in its first week and was expected to hit $85,000 on the second.

One of the biggest Christmas openings in its history was experienced by the Capitol, where "Comrade X" was the main item on the screen menu. However, even the opening day's business began to pale as grosses increased during the holidays. "Christmas in July" at the State, "Chad Hanna" at the Roxy, and "Victory" at the Rivoli were also heavily patronized.

All of the houses reported record New Year's Eve business, in some cases business exceeding that of last year and in others, bettering grosses for the past four or five years.

A CHANCE MUFFED!

Sunday night's decline in movie attendance because of the President's speech might have been avoided if alert exhibitors had made arrangements to carry the speech through theatre loudspeaker systems to their patrons and had publicized this fact well in advance. Many managers muffed a glorious opportunity to make their theatres "listening stations" for patrons who could have also enjoyed an evening's program of film entertainment. It is to be hoped that Sunday night's experience will serve as a lesson, and that future important Presidential speeches will be made available to moviegoers at their favorite theatres.

Wisc. Exhibs Face Increased Taxes

Sales Levy Will Be Fought; Labor Laws May Change

Wisconsin exhibitors face the new year with considerable worry about taxes. When the Legislature meets, it will have to face the problem of a $12,000,000 excess of appropriations over income. Either existing taxes will have to be increased or new ones will have to be levied.

Among the new taxes being considered is a sales tax and exhibitors are preparing to put up a stiff fight against such a measure. It is also likely that an attempt will be made to either repeal or amend the Employment Relations Act as well as the unemployment insurance, and workmen's compensation laws. The labor code and the minimum wage and maximum hour laws for workers are also subject to change.

Del. Blue Laws Report Ready for Legislature

Wilmington, Del.—Scheduled to be reported to the General Assembly after it convenes Jan. 7, the findings of the nine-member legislative commission headed by Rev. Ralph L. Minker, which has been studying the blue laws, will probably represent, it is understood, an attempt to bring the laws regulating activities on Sunday in line with modern thought and accepted procedure. Contents of the report, however, will not be released until it is submitted to the legislature.

Wants Meeting In Rochester

Chas. Hayman, Buffalo Head Seeks MPTOA Convention

Although Ed Kuykendall, MPTOA President, has indicated that the next convention of the organization will be held on the West Coast, Charles Hayman, MPTOA leader in Buffalo, is endeavoring to get the meeting to Rochester. Hayman has recently been a leader in organizing the exhibitors of up-state New York and he has been instrumental in establishing going units of the organization in Buffalo and Syracuse as well as in Rochester.

It is understood that when the site of the convention has been fixed it will be held in late April.

There has been no MPTOA convention in more than two years, although a meeting of the Board of Directors was held in White Sulphur Springs, W. Va., in October, 1939. The last convention was in Oklahoma City in the fall of 1938.

Exhibs Oppose Playing Anthem at Each Show

Boston—A bill compelling all theatres to close each performance with the playing of The Star Spangled Banner is expected to be one of the first measures to be introduced in the Massachusetts General Court when it convenes the first week in January. Although exhibitors feel kindly toward the patriotic motive, they oppose the bill on the ground that in the past when this has been done there have been complaints of pickpockets taking advantage of the situation, and that patrons have lost articles in getting quickly to their feet.

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Important Dates

Jan. 14: ATO of Eastern Pennsylvania annual meeting, Philadelphia.

Jan. 21-23: Paramount managers and sales staff meeting, Chicago.

Jan. 23: Barney Balaban banquet, Drake Hotel, Chicago.

Feb. 2-3: Virginia MPTO Winter convention, Shoreham Hotel, Washington.

May 5-8: SMPE spring convention, Sagamore Hotel, Rochester.

Decree Discussed By Kuykendall

Tells Fla. Exhibs He Doesn't Know What It Means

Miami Beach, Fla.—Addressing 50 exhibitors and theatremen who attended the exhibitor meeting called by Mitchell Wolfson, president of Wometco Theatres, and telling them that he still doesn't know what the consent decree in the New York equity suit means, Ed Kuykendall, MPTOA president, this week called the decree a bugaboo and declared he could not see how it could be called a consent decree when no one had consented.

The original cause of the suit, theatre divorcement, was forgotten, the MPTOA president said, adding that one of the reasons the industry is in its present predicament is because "sincerity is a lost word in the industry."

Louis Nizer urged all to cooperate with the Government and said that the decree would work probably with revisions. Those present were asked by Wolfson to sign a pledge of cooperation for the national defense of the motion picture committee.

Would Probe Games In Massachusetts

Boston—Charging that so-called "racket men" are behind the games, City Councillor and Rep.-elect Perlie Dyar Chase of Boston's Back Bay has taken a stand which may result in a state-wide investigation of games characterized as "a $10,000,000 racket in Massachusetts." As his very first act in the General Court, Chase said, he will insist upon legislative investigation of all games of chance.

Balaban Appointed Midwest Director in Greek Drive

Chicago—With Jack Kirsch heading Allied organization relief activities, John Balaban has been appointed Midwest director for theatre participation in the Greek relief drive. Those in charge of the drive are seeking midnight shows and direct contributions.

Legislation to Be Conn. Allied Topic

New Haven—When Allied Theatre Owners meet here at the Hofbrau Haus on Jan. 7, it is expected the legislation will be the principal topic of the agenda.

Radio Begins Ban on ASCAP

Music Battle Important to Exhibitors, Says Kuykendall

The battle between the American Society of Composers, Authors and Publishers and the National Association of Broadcasters reached its climax New Year's Eve, when all music controlled by ASCAP was banned by 648 radio stations.

No important developments were expected by either side until Monday when the Department of Justice will institute anti-trust proceedings against ASCAP, its radio-controlled competitor, Broadcast Music, Inc.; CBS and NBC.

In Washington, the Federal Communications Commission was in receipt of a petition from 5,000 musicians and teachers of music in 40 states asking it to "prevail" upon ASCAP and the broadcasters to "effect an agreement . . . so that no important standard contemporary music shall be barred from the air."

The music battle was termed of considerable importance and interest to exhibitors, "although we are not directly involved in it," by Ed Kuykendall, MPTOA president, in a bulletin issued last week. If it should result in the ultimate breaking up of ASCAP, Kuykendall wrote, "it would mean the abolishing of the music tax extortion by ASCAP, which has taken millions of dollars away from exhibitors of sound pictures by levying of a tax on all theatres, and given nothing in return that the exhibitor has not already bought and paid for in film rentals."

In Chicago, the B & K circuit is starting "community sings" in the Loop State Lake Theatre to cope with the ASCAP-BMI impasse, and it is thought that the idea might be adopted by the Great States circuit for its downstate houses. According to the plan, ASCAP-controlled music barred from the air will be utilized by B & K, thus obviously permitting the plugging of films via songs from their scores.

WB Deals With Indies In 6 Sparks Cities

Jacksonville—For two years without representation in Sparks circuit towns because of inability to get together on product deals, Warners have now set exhibition contracts in Jacksonville, Tampa, Orlando, Ft. Meyers, West Palm Beach and St. Petersburg, it is learned. Butler Gore's new State Theatre will be the outlet in Tampa, while the Orlando outlet will be the new Vogue. The local outlet is scheduled for opening April 1. In the other three spots, deals with independents have been negotiated. It is said that further commitments in additional Sparks cities are on the fire.

200 Attend Schine Party

Rochester—Two hundred persons attended the annual Schine Christmas party for employes here.

Minimum Scale 40c Matinees 50c Nights for GWTW Runs

Theatres Whose Regular Prices Is Less Will Again Have to Raise Admissions; 8,000-9,000 Dates Expected

First, second, third and subsequent runs must charge 40 cents for matinees and 50 cents, plus tax, at night minimum for "Gone With The Wind," MGM has announced. Any theatres whose normal admission prices are less than these will still have to raise them therefore for the second or general release of the picture.

It is expected by MGM that the picture will play 8,000 or 9,000 theatres on its general release, whereas only about 5,000 played it at roadshow prices of 75 cents and $1.10. Whether the picture will be withdrawn again after it has played at the 40-50 cent scale and again held for release at regular prices has not even been discussed by MGM, it was said by officials of the company. Salesmen and branch managers have been instructed to obtain every possible date for the picture at the 40 and 50-cent scale.

The picture will not be cut in any way but will be shown exactly as it was in the roadshow engagements. The release date has been set for January 17, and a series of 37 engagements has been announced to begin about that time. Many theatres which played the picture originally will play it again at the reduced scale. It is believed that MGM will not enforce any minimum number of shows on theatres playing GWTW now as it did on the first runs but theatremen will naturally attempt to extract every dollar possible out of their situations. Therefore, because of the length of the picture, three and four shows a day will be the rule, it is held likely. The running time remains at 228 minutes.



British Deal On Film Funds

Agree to Transfer Cash To American Film Co's.

An agreement has been reached with the British Government on transference of funds from England to American motion picture companies in New York, it was announced last week by Will H. Hays, president of the Motion Picture Producers and Distributors of America at a meeting of the Board of Directors of the Association.

Signing of the remittance agreement concludes negotiations that have been under way for some time to replace a transfer agreement that expired in October this year.

Those present at the meeting were Barney Balaban, Para.; Will H. Hays, MPPDA; J. H. Hazen, Warner Bros.; F. L. Herron, MPPDA; Sidney R. Kent, 20th-Fox; C. D. Prutzman, Universal; George J. Schaefer, RKO; Nicholas M. Schenck, Loews, Inc.; Abe Schneider, Columbia, and Murray Silverstone, United Artists.

Bill Would Legalize Beano and Bingo

Boston — Rep.-elect Edward McCarthy of Chelsea, in a bill filed in the Legislature, proposes to legalize Beano and Bingo, with the state supervising such games of chance under a system that would contribute 25 per cent of the "handle" to municipalities and 12½ per cent to the Commonwealth. The Commonwealth already profits from pari-mutuel betting at horse and dog racing tracks. The State Racing Commission would supervise the regulation of such games, according to the provisions of McCarthy's bill.

"Grapes" Voted Year's Best Pic

N. Y. Film Critics Also Honor Hepburn, Chaplin

"The Grapes of Wrath" was chosen as the best motion picture of 1940 by the New York Film Critics this week in their sixth annual vote. Scrolls for the best male and female performances of the year were awarded to Charles Chaplin as Adenoid Hynkel in "The Great Dictator" and Katharine Hepburn as Tracy Lord in "The Philadelphia Story." The awards are to be made this Sunday afternoon at the group's annual cocktail party.

Chaplin was named on the 23rd ballot after a close race, with Thomas Mitchell and James Stephenson scoring four and one respectively in the final count. Miss Hepburn was named in the third round, with Martha Scott receiving four votes for her performance in "Our Town" and Joan Fontaine one for her performance in "Rebecca."

John Ford was voted the year's best director on the basis of "The Grapes of Wrath" and "The Long Voyage Home."

Special awards were assigned to Walt Disney, Leopold Stokowski and their associates for the production of "Fantasia," while "The Baker's Wife," a French film, was voted the best foreign picture of 1940.

Dembow Recuperating From Crash Injuries

Sam Dembow, Jr., Paramount theatre executive who was recently hurt in an auto accident, is making good progress and is now resting comfortably at home. He will probably remain there for another month.

NOT "POISON" NOW

Having branded Katharine Hepburn as "box office poison" two years ago, Harry Brandt scratched her name from his list this week in view of reports on the record-breaking business being done by her new picture, "The Philadelphia Story," as well as the best-performance-of-the-year honor accorded her by the New York film critics.

Braden to Name AAA Clerks Soon

Secretary Starts Sunday on Last Tour Around Country

With personnel of the regional panels not scheduled to be revealed until late this month, a majority of the arbitration clerks in the first 21 cities visited by J. Noble Braden, executive secretary of the American Arbitration Association, have been selected and their names will be announced next week.

Starting the last leg of his nation-wide tour Sunday, Braden will visit Atlanta, New Orleans, Charlotte, Kansas City, St. Louis, Cincinnati, Indianapolis and Washington. Returning to New York, he will make one-day trips to Boston, New Haven and Buffalo, this completing his swing around the country to gather prospects for the arbitration board. board.

New headquarters of AAA will be opened in Radio City during the second or third week in January.

Rules Des Moines Can Regulate Game

Des Moines—Following recent receipt of a petition asking for new Bank Night registration lists, City Solicitor Fred T. Van Liew this week ruled that the city council has the power to regulate Bank Nights "in all matters reflecting the public interest." The petition had been signed by 200 persons who asked the City Council to pass an ordinance requiring operators to destroy the present registration list which has been used for nearly three years and that a new list be made every 12 months. If the city couldn't take any action, the petition asked that it request the Governor and Legislature to pass a bill providing for regulations for Bank Night.

Daylight Saving Fight Looms in Wisconsin

Madison, Wis.—Because the leading proponent of Daylight Saving Time—the State Medical Society—is on the air with weekly radio programs over WTMJ in an endeavor to build up public acceptance of the idea, it is virtually a foregone conclusion that an attempt will be made to repeal the statute which requires observance of central standard time the year around in Wisconsin at the session of the State Legislature here opening Jan. 11.

Circuit Mgrs. Guests of Head

Goldstein Awards Drive Prizes; Bonuses Distributed

Springfield, Mass.—Managers of sixteen theatres operated by Western Massachusetts Theatres, Inc., were guests last week of Nathan E. Goldstein, president, at a luncheon given at the Hotel Sheraton here. The luncheon followed a meeting of managers at the home office in the Broadway Theatre Bldg.

Goldstein awarded prizes in the 10-week Fifth Anniversary Drive, with the first award going to Manager Edward Smith of the Paramount, Springfield. Others were distributed as follows: second prize to Charles Smith, manager of the Broadway, Springfield; third to George Laby, manager of the Victory, Holyoke; fourth to David F. Perkins, manager of the Plaza, Northampton, and fifth to Louis Marcks, manager of the Strand, Westfield.

In addition to the anniversary awards, checks for a week's salary were passed out to all managers as Christmas presents. All managers were also given checks to be distributed among their staffs as Christmas bonuses. Each employe with the company for six months, or less than a year, received a half week's salary, and each employe with the company a year or more received a full week's salary. Home office employes and workers in the Boston office also shared in the bonuses.

"Little 3" to Ask Griffith Elimination

Papers are being prepared by United Artists, Universal and Columbia seeking their elimination as defendants in the Government equity action against the majors and the Griffith circuit as a test for similar applications in the Schine and Crescent suits, it was learned last week. It will be the contention of the "Little Three" that the order dropping the "Big Five" as defendants in the Griffith suit makes it mandatory that the "Little Three" be dropped as defendants.

Arbitration Subject Of Myers' Speech

Philadelphia—Arbitration will be discussed by Abram F. Myers, Allied general counsel, when the Eastern Pennsylvania unit holds its annual meeting and election of officers here on Jan. 14.

Pleads For Fair Trial For Arbitration System

Chicago—Van Nomikos, president of the circuit bearing his name and vice-president of Illinois Allied, this week made a plea for a fair trial for the arbitration system set up by the consent decree and pledged his best efforts to that end.

Film Row Causes Shutdown

Theatre Closes When Warners, Desiring to Relegate House to Secondary Situation, Withholds "Letter"

Suffern, N. Y.—Refusal of Warner Bros. to deliver "The Letter" to the Lafayette Theatre here recently caused Herman Starr, Skouras division manager, to close its doors.

The refusal to serve Suffern, it is understood, is based upon the desire of the distributing company to relegate Suffern to a secondary position in the county, playing pictures seven days after they have finished in Paterson and after they have been shown in Nyack and Haverstraw. This is contrary to all previous experience at the Lafayette which has always enjoyed the same first run as Nyack and Haverstraw. Popular resentment was raised to fever pitch in the community when word of the theatre's closing was spread around.

With Fred Lichtman, manager of the Lafayette, and Starr representing Skouras, a special meeting of the Suffern Board of Trustees was held to cope with the problem. Starr explained that Warners wanted Suffern to show pictures seven days after they play the Fabian Theatre, owned by Warners, in Paterson. This would mean that while Nyack and Haverstraw were still getting the pictures 21 days after they open on Broadway, Suffern would be getting them anywhere from fourteen to 21 days after the other county playhouses.

Protest meetings were scheduled by Suffern civic leaders and business men. A resolution was introduced by Trustee Frank S. Barnes which, with a formal protest, was forwarded to the Warner home office in New York.

"IT MAY WELL BE THAT THIS PICTURE WILL DO FOR EDITH FELLOWS WHAT ANOTHER MONOGRAM RELEASE 'BOY OF THE STREETS' DID FOR JACKIE COOPER!"
--Hollywood Reporter



Yesterday the school ugly duckling! Then overnight . . . a new dress, a new hair-do, a bright new singing career, and HER FIRST ROMANCE!

"It looks as though Monogram will do for little Miss Fellows what Universal did for Deanna Durbin . . . Wilbur Evans is a sensation. There is hardly so fine or rich a voice on the screen."
Los Angeles Times

★

"Miss Fellows displays a fine voice . . . story moves at fast tempo . . . musical portion a delightful treat."
Variety



EDITH FELLOWS
& WILBUR EVANS
IN
"HER first ROMANCE"

A Monogram PICTURE

BASED ON THE NOVEL "HER FATHER'S DAUGHTER" by
GENE STRATTON-PORTER
with JACQUELINE WELLS · ALAN LADD
JUDITH LINDEN
Produced by I. E. CHADWICK - Directed by EDWARD DMYTRYK
Screenplay by ADELE COMANDINI

The Box Office Slant

Girl in the News

20th Century-Fox **Drama** **77 mins.**

(Prod. No. 127—Nat'l Release, Jan. 31)

AUDIENCE SLANT: (ADULT) AN UNUSUAL MYSTERY IN WHICH TWO CRIMES ARE COMMITTED AND THE CULPRITS KNOWN BUT AN INNOCENT VICTIM ACCUSED. SHOULD PLEASE GENERALLY.

BOX OFFICE SLANT: AN EXCELLENT SUBJECT FOR A DUAL BILL WITH A LIGHT FEATURE HAVING A "NAME" DRAW.

Cast: Margaret Lockwood, Barry K. Barnes, Emlyn Williams, Roger Livesey, Margaretta Scott, Wyndham Goldie, Basil Radford, Irene Handl, Mervyn Johns, Betty Jardine, Kathleen Harrison, Felix Aylmer. **Credits:** Maurice Ostrer in charge of production. Produced by Edward Black. Directed by Carol Reed. From the novel by Roy Vickers. Screenplay by Sidney Gilliat. Editing by R. E. Dearing. Cutting by Michael Gordon. Art director, Vetchinskey.

Plot: Margaret, a nurse, is tried for murder when her bedridden patient takes an overdose of sleeping tablets. She is acquitted through the efforts of Barnes, her attorney. She changes her name and takes another position as nurse to a hopeless cripple. He, too, dies of an overdose of sleeping medicine, but his was administered by his wife and her lover, the butler. Again she is tried for murder, but her counsel gets her off through scaring the butler into thinking that the barber who shaved him in the morning of the previous trial would recognize him. Outside, as he is being led away, the butler is amazed to find that the barber had been blind for two months.

Comment: This is another of the recent series of excellent pictures from England. Though it has nothing to do with the War, it is evident that it was made after the War began by frequent references to the blackout. Carol Reed, who did such an excellent job of directing "Night Train" has done a superb piece of directing on this one. It is a most unusual type of mystery in that the innocent victim seems doomed to the gallows until proof of her innocence can be found. The performances are good and while the English accents are rather thick, one doesn't find it quite so disagreeable as usual since the setting is definitely English. There are too few comedy moments but what there are serve their purpose admirably. The picture is short enough so that there is something happening every minute, but the eventual outcome is in doubt until the very end. Sell Margaret Lockwood's name. She should be well known now. Catchlines of a sensational type can be used on the front.

Catchline: "Innocent—but twice she stood trial for murder."

Invisible Woman

(Hollywood Preview)

Universal **Mystery-Comedy** **72 mins.**

(Prod. No. not set, Nat'l Release, Dec. 27)

AUDIENCE SLANT: (ADULT) WILL AMAZE AND DELIGHT ANY AUDIENCE.

BOX OFFICE SLANT: KIND OF PICTURE THAT WILL LIVEN UP ANY PROGRAM. GOOD CAST NAMES FOR YOUR MARQUEE.

Cast: Virginia Bruce, John Barrymore, John Howard, Charlie Ruggles, Oscar Homolka, Edward Brophy, Donald MacBride, Margaret Hamilton, Shemp Howard, Anne Nagel, Kathryn Adams, Maria Montez, Charles Lane, Mary Gordon, Thurston Hall, Eddie Conrad. **Credits:** Directed by A. Edward Sutherland. Original story by Kurt Siodmak and Joe May. Screenplay by Robert Lees, Fred Rinaldo and Gertrude Purcell. Director of photography, Elwood Bredell. Film editor, Frank Gross. Special photographic effects by John Fulton. Art director, Jack Otterson. Associate producer, Burt Kelly.

Plot: John Barrymore, eccentric scientist, has just completed a machine that makes human beings invisible. Virginia Bruce, dress model, answers his ad for a subject for his experiments. The experiment is a success, so Barrymore summons John Howard, his backer, to see the result, but Virginia has disappeared. When Virginia returns, Barrymore takes her to Howard's mountain lodge to convince him of his discovery. In the meantime, Oscar Homolka, gangster hiding in Mexico, learns of the machine and has his henchmen steal it. The machine fails to work for Homolka, so Barrymore and Virginia are kidnapped. When they arrive at the gangsters' headquarters, Virginia again becomes invisible and in this way disposes of the entire mob.

Comment: A new slant on "horror" pictures is this latest screwball comedy from the makers of real thrillers. Without a doubt, it will please any audience and prove a real entertaining feature. The cast is all good, particularly John Barrymore, Virginia Bruce, John Howard and Charlie Ruggles, but the real hit of the film is the camera trickery. In fact the photographic effects will have your patrons howling, especially in the sequence where the "Invisible Woman" subdues an entire mob . . . without being seen. All in all, it's an amusing piece of screenfare, with enough mystery to keep everybody interested. Director A. Edward Sutherland has turned in one of his best jobs to date, while the production is top-flight in every respect. Be sure to advertise this as a "comedy-horror," because it will interest both the horror and comedy fans alike. Contact your local novelty house on the different types of invisible inks and use them on throwaways (with instructions). Arrange a chair in your lobby with a pair of dummy legs, such as are used for stocking displays, and a ladies' hat and gloves. Attach on chair, with sign "Meet the Invisible Woman." Tieup with merchants handling automatic appliances, with cooperative ads using line "Let an Invisible Woman Work For You."

Catchline: "You'll fall in love with this adorable ghost."

Legion of Decency Ratings

(For Week Ending Jan. 4)

SUITABLE FOR GENERAL PATRONAGE

The Great Plane Robbery She Couldn't Say No
The Pinto Kid Wyoming Wildcat
Bowery Boy

SUITABLE FOR ADULTS ONLY

Ellery Queen, Master Detective

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Patent and profit by your inventions. Protect your most valuable assets. Expert personal service.

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Registered Patent Attorney

1115 K St. N.W. Washington, D. C.

Bowery Boy

Republic **Drama** **71 mins.**

(Prod. No. 71—Nat'l Release, Dec. 27, 1940)

AUDIENCE SLANT: (FAMILY) A GOOD MELODRAMA FOR FAMILY PATRONAGE.

BOX OFFICE SLANT: EXCELLENT WITH A STRONGER FEATURE. MIGHT DRAW WELL IN SMALL COMMUNITIES ON A WEEK-END WITH A WESTERN.

Cast: Dennis O'Keefe, Louise Campbell, Jimmy Lydon, Helen Vinson, Roger Pryor, Paul Hurst, Edward Gargan, John Kelly, Selmer Jackson, Howard Hickman, Frederick Burton, Jack Carr. **Credits:** Associate Producer, Armand Schaefer. Directed by William Morgan. Screenplay by Robert Chapin, Harry Kronman and Eugene Solow. Original story by Sam Fuller and Sidney Sutherland. Director of photography, Ernest Miller. Art director, John Victor Mackay. Musical director, Cy Feuer. Film editor, Edward Mann.

Plot: Believing his mother's death caused by incompetence, Jimmy Lydon, tough Bowery kid, hates doctors, and strenuously objects when Dr. Dennis O'Keefe, head of the neighborhood clinic, takes Jimmy's kid brother to the hospital. When Roger Pryor, racketeer dealing in inferior foods, offers Jimmy money to obtain food certificates signed by O'Keefe so he can get his food into the neighborhood, the boy takes advantage of a job Nurse Louise Campbell has given him at the clinic to get the certificates. The food is poisoned, and almost the whole neighborhood is made ill. Pryor hides Jimmy, intending to kill him before he "squeals." But with the help of the boy's pals, Louise and O'Keefe track down Pryor, make him confess. Jimmy is absolved of any blame.

Comment: Somewhat in the "Dead End Kid" category, yet dealing with only one "toughie" who really is good at heart, this is one of those East Side melodramas that should please family audiences in the average communities. Formerly a film editor but now a director, William Morgan has fashioned his first assignment into a neat little picture which, despite a few flaws, manages to hold the interest from beginning to end. The performances are suitable enough for this type of picture, with Jimmy Lydon, Dennis O'Keefe, Louise Campbell and Roger Pryor standing out. In some situations, "Bowery Boy" will prove excellent support to a more highly touted feature, while in others it may be strong enough to head a week-end program, with a western balancing the scale. Public health officials, welfare agencies might be contacted as part of your exploitation. Scare-head newspaper editions, with "Poisoned Food Racket Exposed" imprinted in red over the regular front page, should attract attention, or print your own single-page "headline" edition.

Catchline: "A stirring melodrama set against the background of New York's teeming East Side."

Keeping Company

(Hollywood Preview)

MGM **Drama** **78 mins.**

(Prod. No. 116—Nat'l Release, Dec. 20)

AUDIENCE SLANT: (FAMILY) A NEW FAMILY SERIES WHICH SHOULD EARN A PERMANENT PLACE FOR ITSELF.

BOX OFFICE SLANT: WILL NEED SELLING TO ACHIEVE THE RETURNS THE STORY MERITS.

Cast: Frank Morgan, Ann Rutherford, John Shelton, Irene Rich, Gene Lockhart, Virginia Weidler, Virginia

Grey, Dan Dailey, Jr., Gloria De Haven, Sara Haden, Walter Kingsford, others. **Credits:** Directed by S. Sylvan Simon. Produced by Samuel Marx. Screenplay by Harry Ruskin, James H. Hill and Adrian Scott, from an original by Herman J. Mankiewicz. Director of photography, Karl Freund. Film editor, Elmo Veron. Art directors, Cedric Gibbons and Wade R. Rubottom.

Plot: Virginia Weidler, tomboy daughter of Frank Morgan, realtor, and Irene Rich, hears her oldest sister, Ann Rutherford, rehearsing her answer to a proposal. Virginia tells her parents, then phones John Shelton and Dan Dailey, Ann's two suitors. Both show up but Morgan gets Dailey away so Shelton can propose. Virginia Grey, Shelton's former sweetheart, returns and talks him into buying her car. After their marriage, Ann learns where he got the car, then finds a compact in the car. The young pair separate. Shelton has been expecting advancement but when Gene Lockhart, his employer, fails to announce it he is roundly berated by Ann. Lockhart tells Shelton of Ann's attitude, and with the help of Ann's parents, the pair are reconciled.

Comment: First of a new family series, this picture bears all the ear-marks of one which should catch on. While comparison with the Hardy pictures can hardly be dodged, this first one puts more stress on comedy than does the older series; the social groups presented are even more typical of those who will make up its audiences. While the romance of the young couple will undoubtedly be the thread to hold the series together, the first picture gives as much footage to the antics of Virginia Weidler, tomboy kid sister of the heroine. The result is that this talented young player really gets the honors, with Frank Morgan as the father, Irene Rich as the mother and Virginia Grey as the romantic menace adding standout performances.

Catchline: "The battles and laughs of marriage's first year."

Father's Son

(Hollywood Preview)

Warner Bros. **Drama** **58 mins.**

(Prod. No. Not Set; Nat'l Release, Not Set)

AUDIENCE SLANT: (FAMILY) WILL PLEASE ALL FOLLOWERS OF THE BOOTH TARKINGTON BOY STORIES, STRONG NEIGHBORHOOD FARE.

BOX OFFICE SLANT: PLAYER NAMES NOT STRONG ENOUGH TO RATE THIS BETTER THAN A SUPPORTING FEATURE.

Cast: John Litel, Frieda Inescort, Billy Dawson, Christian Rub, Bernice Pilot, Phillip Hurlic, Sammy McKim, Sonny Bupp, Scotty Beckett, Myra Marsh, John Dilson, George Lloyd, Inez Gay, others. **Credits:** Directed by D. Ross Lederman. Associate producer, William Jacobs. Screenplay by Fred Niblo, Jr., based on a Booth Tarkington story. Director of photography, Allen G. Siegler. Film editor, Frank Magee. Art director, Charles Novi.

Plot: Billy Dawson, young son of John Litel, successful small town attorney, and Frieda Inescort, returns from military school. His father is nervous over a dedication speech he is to make, and the boy's energy and pranks get on Litel's nerves. This climaxes when Billy's airplane slices off the upper part of his father's top hat. His punishment is to stay at home without playmates. Phillip Hurlic, negro boy, whose father is the village garbage man, joins him, and the pair find Litel's revolver, which they fire several times. Angry, the father says he doesn't want a son like Billy. The boy takes it to heart and runs away. He is being bullied by two tramps when Christian Rub, who catches fish for the village, rescues him. Litel plans harsher punishment. Frieda takes her son's side, and after a quarrel moves with Billy to another house. Seeing his parents are unhappy, Billy fakes a kidnaping, which is exposed by a trick of Rub's. Now it is his mother who supplies punishment, but the parents are reconciled.

Comment: Newest of the lengthy series of films which have grown out of Booth Tarkington's Penrod stories, this modestly budgeted feature will please all who have enjoyed the earlier ones of the series. However, the fact that there are no names to advertise, and the players in the lead roles are better than either story or direction will hold this to a supporting position on practically all schedules. John Litel handles the thankless role of father who lacks understanding with skill and intelligence; young Billy Dawson meets the emotional demands on the young hero nicely and Christian Rub stands out through his characterization of the kindly old Swedish fisherman who mixes comradeship and tall tales of the sea in his scenes with the boy. The feminine roles are all subservient to these parts. All of the exploitation ideas previously used on the Booth Tarkington stories can be profitably repeated for this one.

Catchline: "The men of the family get acquainted."

The Saint At Palm Springs

(Hollywood Preview)

RKO-Radio **Drama** **67 mins.**

(Prod. No. 116; Nat'l Release, Jan. 24)

AUDIENCE SLANT: (FAMILY) WILL MATCH THE AVERAGE OF THIS SERIES.

BOX OFFICE SLANT: WILL NEED PLUGGING OF THE PALM SPRINGS ANGLE TO DO BETTER THAN AVERAGE.

Cast: George Sanders, Wendy Barrie, Paul Guilfoyle, Jonathan Hale, Linda Hayes, Ferris Taylor, Harry Shannon, Eddie Dunn, Mary McLaren, others. **Credits:** Directed by Jack Hively. Produced by Howard Benedict. Screenplay by Jerry Cady, based on Leslie Charteris' story. Director of photography, Harry Wild. Film Editor, George Hively. Art directors, Van Nest Polglase and Carroll Clark.

Plot: Wendy Barrie, wealthy British girl, finds herself in America without funds, so she takes a position as tennis instructress at a Palm Springs hotel. Since he cannot, under war rules, send her money, her father sends her by an uncle three postage stamps worth over $200,000. He is killed, but not before he gives the stamps to George Sanders (The Saint) to deliver. En route, Sanders meets Linda Hayes, and at the hotel finds his friend, Paul Guilfoyle, is the house detective. A second attempt to get the stamps from him succeeds. Guilfoyle does an expert wholesale job of pocket picking to get them back. Their attempt to trap the thief fails when an officer is murdered. Sanders next sets a trap with Wendy carrying the stamps, and Linda is killed after getting the locket which housed them away from her. However, Sanders had removed the stamps. Another trap risks the lives of both Wendy and Guilfoyle, with Sanders and the police closing in to arrest the killer, who has been tricked into a confession.

Comment: This is neither the strongest nor the weakest of the Saint series, but exploitation of its title should bring its returns up very materially. Production is less ambitious than with some of its predecessors, and there are several spots in the story which will challenge audience credulity. Sanders' performance in the name role is up to his fine standard and Wendy Barrie meets the limited demands of the heroine's role equally well. Guilfoyle's comedy suffers from plot, being forced to play at once a paroled convict fearful of returning to prison because of parole violations and the hotel detective in a swanky resort where the guests arrive with valuables worth fortunes. Exploitation ideas are plentiful, with sure boxoffice benefits. Probably the best one will be a tie-up with Palm Springs as the winter playground of the film stars, and a fashion show of resort and vacation attire supplied for your stage by the smartest store in town. TWA's special winter plane service to Palm Springs can also be used to get extra window exploitation.

Catchline: "The Saint vacations — and walks into a few murders."

Good Showmen HAVE THIS TO SAY:

★ *"Reaction terrific . . . the patrons howled . . . asked for more."* F. B. Schlax, Kenosha Theatre, Kenosha, Wis.

●

★ *"Audience reaction very enthusiastic . . . should play every theatre . . ."*
Lou B. Metzger, Spreckles Theatre, San Diego, Cal.

●

★ *"Audience reaction excellent . . ."*
Harry Zeitz, State Theatre, New Bedford, Mass.

●

★ *" . . . fine entertainment . . . "* Chas. Bierbauer, Wilmer & Vincent's Colonial, Allentown, Pa.

●

★ **All of which means there is a great reel in BOB HAWK'S sensational CBS Coast-to-Coast network smash . . ."TAKE IT OR LEAVE IT"**

A COLUMBIA "QUIZ" REEL — *NOW BOOKING*

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The greatest and most stupendous AIR SPECTACLE

—2—

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The greatest of all AIR-COMEDY DRAMAS

SPENCER TRACY—ANN D'VORAK

—3—

SCARFACE (THE DADDY OF ALL GANGSTER FEATURES)

MUNI —— RAFT —— KARLOFF

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Selling the Picture

For Better Show Selling
***Showmanalyses* Have Appeared In STR on Following Pictures**

Arise My Love	Nov. 9
Bank Dick	Nov. 30
Brigham Young	Sept. 14
Escape	Nov. 2
Go West	Dec. 7
Hired Wife	Sept. 7
Kitty Foyle	Dec. 21
Letter, The	Nov. 23
Melody Ranch	Nov. 16
Son of Monte Cristo	Dec. 28
Spring Parade	Oct. 5
Strike Up the Band	Sept. 21
Thief of Bagdad	Dec. 14
Third Finger, Left Hand	Oct. 26
This Thing Called Love	This Issue
Westerner	Sept. 28
You'll Find Out	Nov. 23

Monogram in Nation-wide Tieup On Welch Grape Juice Radio Show

Monogram has effected a nation-wide tieup with the Welch Company, sponsors of the Irene Rich radio program "Dear John," and "Queen of the Yukon," Monogram's Jack London feature starring Irene Rich and Charles Bickford. Already two plugs on the picture have been given by both the Blue Network and the Red Network of the National Broadcasting Company following the "Dear John" program.

Welch Grape Juice brokers' salesmen and dealers have started a gigantic campaign, arranging special window displays linking "Queen of the Yukon" and the radio program. Extra promotional activity has thus far taken the form of placing 5000 8x10 photographs of Irene Rich as well as single and double column newspaper mats of the star as she appears in the film. These publicity breaks have been appearing in newspapers regularly.

In addition to supplving part of the material for this tieup, Monogram is furnishing the agency handling the Welch account a complete list of playdates on "Queen of the Yukon." The thirty-seven branches of the company in the United States and Canada are cooperating. Chicago was the first area to be used for experimental purposes in connection with the tieup and the results have already proved so satisfactory as to warrant the extension of the arrangement on a coast-to-coast basis.

Military Theatre Display in Opening Of "Convoy" at San Francisco

"Convoy," made in cooperation with the British Admiralty, had its American premiere in San Francisco recently at the Golden Gate Theatre. A highlight of the big exploitation campaign for the picture was a California National Guard detachment of men in uniform in the lobby along with a display of machine guns, trench mortars, rifles and other equipment.

RKO-Radio stars Michele Morgan and Signe Hasso came up from Hollywood to review the production, in which Clive Brook heads the cast.

A highlight of the outside decorations was a huge sea action scene on the marquee with sound effects. There was a special art twenty-four sheet and lobby panels displayed a week in advance of the playdate. Bulletin boards of the city schools carried announcements of the engagement and there were breaks over several radio stations, KGO, KPO, KSAN, KROW, KFRC, in which RKO-Radio stars were interviewed.

"Rockne" Well Promoted For Its St. George Run

Keynoted by a proclamation by Staten Island's Borough President, Joseph Palma, setting aside a special "Knute Rockne Week," an extensive promotional campaign was accorded "Knute Rockne—All American," for its engagement at Fabian's St. George Theatre. This marks the first time in the Island's history that a Borough President issued an official proclamation in connection with the showing of a motion picture.

A full page testimonial tribute to Rockne was inserted in the local papers by the merchants and leading citizens. The Mayor's proclamation was used for huge blowups and placed in the lobbies of the Paramount, Ritz and St. George Theatres.

The *Staten Island Transcript* ran a five weeks serialization with the by-line "Coming Soon to Fabian's St. George Theatre." That paper also devoted an editorial to the importance and timeliness of the picture.

A tieup was arranged with the local high schools and colleges to award a "Knute Rockne Trophy" to the leading kicker in the traditional high school game and a medal to the most valuable player in the local college contest. The prizes were on display in the window of a leading men's shop several weeks before the playdate. The awards were made from the stage of the theatre on opening night, and received many columns of publicity in all the Staten Island newspapers.

Three thousand doorknob hangers were distributed at the football games, while 100 silk screen window cards were placed in important windows throughout the town, and on the bulletin boards of the public schools and recreation centers.

Trailers on the feature were run in the six Fabian Staten Island houses. Jumbo telegrams with theatre playdate imprinted were posted in all local Western Union offices. A huge thirty-foot banner was displayed at several football games and placed on a building facing a busy thoroughfare used by all buses going towards New York ferries.

Edgar Goth, publicity director and Arthur Lane, manager handled the campaign.

150,000 "Santa Fe" Safety Posters Distributed by Warner Brothers

As part of the current National Safety campaign, Warner Bros. are distributing broadsides to 150,000 schools in every city and hamlet in the land, bidding for safety in the home, on the streets and at play. The copy is in the form of a statement from Errol Flynn, who is starred in "Santa Fe Trail", which is prominently displayed on the poster. A striking illustration of Flynn astride a horse is used in full color. The posters will be displayed on bulletin boards in schools.

In addition, exhibitors can tie up with the campaign by distributing "Santa Fe Trail" safety buttons to local school children when the Warner feature is exhibited.

Five Pretty Girls with Radios

Planting the "Bitter Sweet" transcription over a local station, Fred Forry, Colonial, Lancaster, Pa., stationed five pretty girls with portable radios at important spots around town. The girls turned their sets on when the record was put on the air.



Moviegoers "Humor Analyzed"

Pittsburgh moviegoers were advised not to see Hal Roach's United Artists release, "Road Show" at its world premiere engagement at the Stanley Theatre in Pittsburgh until they had been "humor analyzed." Throughout the town "laugh clinics" were set up. Shown here are three people taking the test.

Humor Analysis Sells "Road Show" in Pitt

Putting a new twist on a world premiere, Frank N. Seltzer, publicity director for the Hal Roach Studios, opened "Road Show" at the Stanley Theatre in Pittsburgh, minus the usual stars in person, flood lights and the like, and concentrated on selling the laugh value of the picture—all to standout results at the box office.

Basing his entire campaign on the laugh content of the picture, Seltzer tied in with the American Institute of Humor Analysis. Twenty-four sheets blanketing the town, advised moviegoers not to see "Road Show" until they were "humor analyzed." Setting up "laugh clinics" in the lobby of the Stanley, in Gimbel's department store and in a special laboratory trailer which motored through the city, Seltzer thus put the town in the proper frame of mind. More than 18,000 prospective moviegoers were thus analyzed.

At the psychological moment, newspaper ads broke, tieing in the "get measured for pleasure" campaign with "Road Show." This was followed up with a "Measure Your Pleasure" broadcast over KDKA, which presented Rube Goldberg as master of ceremonies, Louella Parsons, Sabu and other members of her stage show.

The following wire, self-explanatory, was sent by the American Institute of Humor Analysis to Hal Roach, and broke in the papers several days before the premiere of "Road Show": "The Board of Directors accepts your challenge to defend our scientific studies of humor by applying them to your comedy 'Road Show.' No matter how hilarious 'Road Show' may be, we are confident our humor-analysis quiz will reveal certain limitations. We shall identify those limitations for you and for those whom we humor-analyze."

Plants Pictorial Strip

A pictorial strip on Nazimova, who has one of the featured roles in the film, was planted in the *Bridgeport Life* by Matt Saunters, Loew's Poli, as part of his "Escape" campaign.

Program Exchange

Some Interesting Features Are Embodied in Christmas Shows; McLeod Lists Picture Titles

WELL, believe it or not—it's 1941. Of course, just between us, this was written a couple of days before the New Year was ushered in, but we knew that if we didn't write it and made too much whoopee on New Year's Eve so that we couldn't write anything, we'd be ushered out like the old year. So—this is being written before we celebrate, and by the time you read it the last signs of that hangover should be disappearing.

Christmas is a wonderful time of the year, isn't it? Everyone is cheerful and gay, hatreds and petty grievances are forgotten. Why can't it be that way *all* the time? Perhaps we're not the only one who ponders that question at frequent intervals.

We want to take occasion at this time to thank all those members who sent us Christmas greetings. Truly, we appreciate your thoughtfulness more than mere words can convey. We wish we could meet every one of you personally to extend our best wishes, but that is impossible. Anyway, thanks again for remembering us.

Up to this writing not many Christmas programs have been received in this office. Of course the mail keeps coming, so we'll be looking for them all through the month. We realize that with all the holiday season activities most of you have been busier than a clerk in a bargain basement. Therefore, we'll wait patiently.

In his program, Sid Poppay urged his patrons to "Spend Christmas with us." Pearce Parkhurst, on behalf of the Larcom Theatre, Beverly, Mass., issued a gaily-colored program in blue, red and green, with Santa Claus smiling from the front cover. Up to now, this is the prettiest Christmas program we've received. Pearce gave away ten turkeys on the Tuesday night before Christmas, which means that ten lucky families had free turkey on Christmas day.

In Keeping With the Season

Printed in red and green on yellow paper, Sam Campbell's program was certainly in keeping with the season. On the front page he wrote a message to the patrons of the Ideal Theatre which closely resembles a special trade ad used by a certain company on a certain picture. After the greeting, Campbell repeated the line, "May Christmas bring you joy, good health and peace," over and over again. Imprinted in red at the bottom of the "letter" was the line, "What more is there to say?" All we can say is that when Sam stumbles on to a good idea he knows how to adapt it to the occasion, if you get what we mean. A Christmas message which we published on this page a few weeks ago was also used on the back page of the Ideal News. For his safety item, Campbell used this line: "It takes a clear head to win in the game of traffic. If you drink, don't drive. If you drive, don't drink."

Myron McLeod, manager of the Patricia Theatre, Powell River, B. C., Canada, has started something new. A photo of a star, or a scene from one of the pictures to be shown during the coming week, is reproduced on the front page. Well, as far as that goes, that isn't new. But he also lists the titles of the pictures to be shown or which are covered in that particular issue. One week it was "in this issue," with the list of films following, while another he simply headed the list, "This week." Thus, at a glance, patrons can see what the titles are, and if they are further interested, they can open up the program and read more about them.

Santa Claus appeared in person at the Rose Theatre every day for a couple of weeks right up until Christmas. Mothers were urged to bring the kiddies and let them talk to him. We imagine old Santa had a pretty large request order during that time. One of the lines in The Reminder—that's the program we've been studying—sort of impresses us. "We've heard," so the line goes, "that no one can get blood out of a stone, but many a smart girl can get a stone out of a young blood." Too true, too true.

One large cut occupied the entire front page of Spotlight recently. Spotlight, by the way, is the weekly program for the Gerard Theatre, West View, Pa. The cut was a composite scene mat of highlights from "Foreign Correspondent," and probably did more to impress patrons with the film's entertainment merits than a lot of copy. Incidentally, Manager Tory Cavallo capitalized on the recent Friday 13th date to good advantage. He admitted every 13th person free of charge. How about some of the rest of you using this stunt on the next Friday the 13th, which comes in June. As a matter of fact, that will be the only Friday the 13th in 1941.

Well, now we must get ready to go out and ring the New Year in. By the time we're through, they'll be ringing us out. But then we'll have fun, or should we say, we *did* have fun. After all, this is 1941. Just think, we wrote this one year and published it the next. We're beginning to feel like a novelist.

There's no need for us to say we'll see you next week because you know we will.



Poppay's Christmas Cover

Highly appropriate for the Christmas season was the program cover used by Sydney Poppay, manager of the Majestic Theatre, Gettysburg, Pa. The color combination was green on white, and invitation to "spend Christmas with us" must have had plenty of "takers."

Members Added This Week

Robert Martin, Temple Theatre, Union City, N. J.
W. L. Price, Granada Theatre, Brooklyn, N. Y.
George L. Rabb, Jefferson, Springfield, Mass.

Open Letter to Sports Editor Helps Business on "Golden Gloves"

When Bill Browne, manager of the Mission Theatre, San Jose, California, played "Golden Gloves," he took space in the newspaper to address "an open letter" to the sports editor. Here's the gist of the letter:

"I am taking this means to call to your attention and the attention of all other good sports-loving boxing fans a film which exposes some of the cheap racketeering in amateur boxing, and the establishment of the 'Golden Gloves' amateur boxing contests, which, according to the film, was started by a sports writer who, like yourself, prefers good, clean, honest sport to cheap racketeering in boxing. The film is . . . 'Golden Gloves,' . . . and is the second feature at the Mission with . . . 'He Stayed for Breakfast,' another film I know you'll enjoy."

Browne's "open letter" was supported by stories written by the sports editor. And since the film appeared simultaneously with fights being staged in San Jose, the whole thing directly benefitted the engagement.

--Your Application Blank--
Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW

1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....

Theatre .....

City .....

State .....

Money Dates

FEBRUARY

2nd

CANDLEMAS DAY or GROUNDHOG DAY. If the Groundhog sees his shadow we're in for six weeks more of Winter. Put a line in your ads, that no matter whether the groundhog sees his shadow or not, your shows will continue to be good.

3rd

HORACE GREELEY BORN, 1811. This a perfect day on which to play the new Marx Bros. picture "Go West," since Horace Greeley is the author of that saying and the picture mentions it. Tie up Greeley's birthday to your showing of the picture.

6th

MASSACHUSETTS ENTERED THE UNION, 1788. Theatres in the Bay State should participate in any observances of this occasion, cooperating with the schools, etc.

7th

BOY SCOUT ANNIVERSARY WEEK. Sponsored by the Boy Scouts of America, 2 Park Ave., New York City. This is a good time to sponsor a Boy Scout benefit program. Let them have the stage for brief time to demonstrate some of the principles of Scouting. Have them participate in a parade to plug your current attractions.

LONG DISTANCE TELEPHONE SERVICE started, 1892. The telephone company should be willing to cooperate with you in commemorating this event. Stills of stars using the telephone can be used in making the tieup.

This Thing Called Love

An SB Showmanalysis (REG. U. S. PAT. OFF.)

WHEN you offer a picture that has two popular stars (Rosalind Russell and Melvyn Douglas), comedy, romance and a title ("This Thing Called Love") that has irresistible appeal for men and women alike, you're offering something that deserves to be sold in a manner that's somewhat out of the ordinary. And by ordinary we mean the usual posting of a six-sheet, a two-by-four ad in the paper, and a set of photographs in the lobby. You're offering something which, in our opinion, will pay excellent dividends at the box office if you put it over with a sure-fire exploitation campaign.

On this page we have illustrated four teaser ads available from Columbia. We hardly need urge you to use them. On the other hand, you can augment them with some teasers of your own. For example, far in advance you could run a series of small one-column ads, about two column inches in depth, propounding the question "What is 'T——'," and each day adding a letter until the full title appears. Then again you might ask the question, "What is 'This Thing Called Love'?" and follow it up with such answers as "It's an explosion of howls!"—"It's the season's most uproarious comedy!"—"It's the gayest marital uproar that ever set an audience howling with glee!"—"It's the swellest comedy hit that ever introduced a pair of lovers." By looking over the ad catchlines, and adding some of your own, you'll have plenty of "answers" to the "question."

Picture a "Natural" for "Gags"

Some theatres go in for gags in a big way, others once in a while, and still others never at all. So, if the old tried and proven stunts we suggest now have not been used recently, or if you've never used them at all, it would be a good idea to check them for inclusion in your campaign on "This Thing Called Love."

Either a "headless" dummy in a theatre chair in the lobby or a "headless" man walking around town could be referred to as the man who "laughed his head off when he saw (title of picture)." An oxygen tank could be borrowed and placed in the lobby with a sign, "You won't need laughing gas to enjoy (title of picture)." A man, attired in out-of-season clothes, could carry a sign with this copy, "So you think I'm crazy—well just wait 'til you see Rosalind Russell and Melvyn Douglas, etc." A man or woman could be stationed in the lobby beside a stand containing one of the largest dictionaries available. He (or she) continually thumbs the pages as though trying to find the definition of a word. Here is the copy for a card to be placed near the "display," "He (or she) is trying to find the definition for 'This Thing Called Love' . . . How much easier would be his (or her) task if he (or she) would only see Rosalind Russell and Melvyn Douglas, etc."

Tickets might be offered to newspaper readers for the best 25-word answer to the question, "What is this thing called love?" Perhaps it would attract more interest if you made it a rule that all entries in the contest would be judged on cleverness, the most humorous to win prizes.

Columbia has prepared four scene mat illustrations to be used in connection with a four-day wise-crack contest. Here's something that will do a lot in selling your attraction if you can only persuade the newspaper editor to use it. One of the characters in each illustration asks a question, and the reader is to submit a wise-crack reply on behalf of the other. If you can't use all the pictures, even one or two would be better than none, either in the paper or on handbills or in your house program.

Screenplay by George Seaton, Ken Englund and P. J. Wolfson. Based upon the play by Edwin Burke, as produced by Patterson McNutt. Directed by Alexander Hall.

The public could be asked to give its idea of "the greatest love story ever told." Of course, prizes would not be awarded for selection alone, but rather for the reasons which prompted the contestant to choose it.

Getting back to those gags again, here's one or two more you may want to use: A man dressed as Sherlock Holmes walks around the business district carrying this sign on his back, "I'm on the trail of 'This Thing Called Love' and I think I'll find it at the Blank Theatre." Distribute napkins with this imprinted copy, "Save this . . . You'll need it because you'll laugh 'til you cry at—etc." If you can arrange it, have a jovial man walking along the street between two women, one apparently his wife and the other his grim mother-in-law. He either carries a sign, or passes out cards, containing this copy, "Even my mother-in-law didn't keep me from enjoying 'This Thing Called Love' at the Blank Theatre."

Jewelry store window tieup could be based on the angle that " 'This Thing Called Love' is the principal reason why we sell more engagement and wedding rings, as well as other jewelry, than any other shop in town."

Candid camera fans could be induced to submit snapshots of incidents which, photographically, describe "This Thing Called Love." For instance, such subjects as a couple of birds cooing, a young couple seated on a bench in the park, an elderly couple walking arm in arm, would be welcome entries for the contest. Display the winning photographs in your lobby or in the window of a prominent store.

An inquiring reporter either from a newspaper or from a local radio station could interview men and women on how they met, how they fell in love, how they popped the question, whether or not they believe in long engagements, etc.

Prizes could be offered for the best 50-word toast to "This Thing Called Love." Still No. 37 should be used to illustrate this contest.

Here are four snappy teaser ads that are bound to create a lot of curiosity about "This Thing Called Love." Plant them just ahead of your regular advance advertising campaign. Make them up into handbills, enlarge them for teaser window cards.

Contact Lovelorn, Society Editors

The editor of the newspaper's "advice to the lovelorn" column should be able to write at least one column on the things that go to make up "This Thing Called Love." Her association with the many problems of sweethearts and married folk should give her several slants in writing the column. And while you're at it, persuade the society editor (with a couple of ducats) to keep you posted on engaged or newly-married couples to whom you could send letters stating that although they think they know all the answers to "This Thing Called Love" they'd better see the rollicking comedy just to make sure.

Find the most deserving engaged couple in your community; that is, the couple who are facing many financial difficulties in connection with getting married, and arrange a stage wedding for them, with gifts being promoted from local merchants.

Tie up with stores on cooperative ads and window displays. The press book shows some samples of ads to be used in connection with merchant tieups. You can probably work out others, because the title is ideal for this purpose.

Girls stationed at telephones in the theatre could call numbers picked at random from the telephone directory and ask this question, "Ain't it grand . . . this thing called love?" And then when the other party sputters or stammers or tells the girl she has the wrong number, she could reply, "I mean the picture coming to the Blank Theatre next Sunday, etc."

Give Campaign a Musical Touch

If you want to give your selling a musical touch, perhaps you could play a recording of the song, What Is This Thing Called Love?, on a phonograph in the lobby. Copy on a card near the machine could feature this copy: "For the hilarious answer to this musical question see—, etc."

For an attractive though inexpensive front we don't believe you can beat the one illustrated in the press book. And if you want to make suitable cutouts, there are excellent possibilities in all the posters.

Sell "This Thing Called Love" with this thing called showmanship and we have little doubt but that you'll have the kind of business called big.



HERE'S HOW 1940-41 PROGRAMS STAND

COLUMBIA

Sold 44 features, 16 Westerns.

COMPLETED

Durango Kid (W)
Fugitive From a Prison Camp
So You Won't Talk?
Thundering Frontier (W)
Prairie Schooners (W)
Nobody's Children
West of Abilene (W)
Girls Under 21
Blondie Plays Cupid
Beyond the Sacramento (W)
Escape to Glory
Arizona
Ellery Queen, Master Detective
Lone Wolf Keeps a Date
Great Plane Robbery
Phantom Submarine
Wildcat of Tucson (W)
This Thing Called Love

BEING EDITED

Across the Sierras (W)
Great Swindle
Face Behind the Mask
Outlaws of the Panhandle (W)
Pinto Kid (W)
Return of Boston Blackie
Blondie Goes Latin
Adam Had Four Sons
Devil Commands

IN PRODUCTION

Penny Serenade
Lone Wolf Takes a Chance

METRO-GOLDWYN-MAYER

Sold 52 features.

COMPLETED

101 Dr. Kildare Goes Home
102 Wyoming
105 Sky Murder
103 Strike Up the Band
104 Haunted Honeymoon
106 Dulcy
107 Third Finger, Left Hand
109 Hullaballoo
108 Escape
110 Bittersweet
111 Gallant Sons
112 Little Nellie Kelly
115 Dr. Kildare's Crisis
114 Go West
119 Philadelphia Story
113 Comrade X
120 Land of Liberty
116 Keeping Company
117 Flight Command

BEING EDITED

Come Live With Me
Pancho Lopez, the Bad Man
Men of Boystown
Maisie Was a Lady
Wild Man of Borneo
Fools Rush In
Ziegfeld Girl

IN PRODUCTION

Andy Hardy's Private Secretary
Trial of Mary Dugan
Free and Easy

MONOGRAM

Sold 26 features, 24 Westerns.

COMPLETED

The Ape
Drums of the Desert
Ol' Swimmin' Hole
Outsider
Orphans of the North
Range Busters (W)
That Gang of Mine
Trailin' Double Trouble (W)
Chamber of Horrors
Phantom of Chinatown
West of Pinto Basin (W)
Take Me Back to Oklahoma (W)
Her First Romance
Trail of the Silver Spur (W)
Pride of the Bowery
Rollin' Home to Texas (W)

BEING EDITED

You're Out of Luck

IN PRODUCTION

Prairie Schooldays

PARAMOUNT

Sold 38 features, and 6 Westerns.

COMPLETED

4001 Rhythm on the River
4002 I Want a Divorce
4003 Rangers of Fortune
4004 The Quarterback
4005 Cherokee Strip
4006 Moon Over Burma
4007 Christmas in July
4008 Dancing on a Dime
4009 Arise My Love
4011 Night at Earl Carroll's
4050 Three Men From Texas (W)
3946 North West Mounted Police*
4012 Texas Rangers Ride Again
4014 Second Chorus
4010 World in Flames
4013 Love Thy Neighbor
4015 Victory

* 1939-40 *Program*

BEING EDITED

Aldrich Family in Life With Henry
Monster and the Girl
Doomed Caravan (W)
Hard Boiled Canary
In Old Colorado (W)
Mad Doctor
Reaching for the Sun
Round-Up
Shepherd of the Hills
Virginia
You're the One
Border Vigilantes (W)
I Wanted Wings
Lady Eve
Road to Zanzibar

IN PRODUCTION

Las Vegas Nights
New York Town
One Night in Lisbon
Pirates on Horseback

RKO-RADIO

Sold 53 features.

COMPLETED

171 Ramparts We Watch
101 Men Against the Sky
102 Dreaming Out Loud
103 I'm Still Alive
181 Wagon Train (W)
105 Villain Still Pursued Her
107 Laddie
104 They Knew What They Wanted
106 Too Many Girls
111 Mexican Spitfire Out West
109 Li'l Abner
108 You'll Find Out
113 Remedy for Riches
182 Fargo Kid (W)
115 Let's Make Music
110 Little Men
86 Triple Justice*
114 No, No, Nanette
112 Kitty Foyle
161 Convoy
116 Saint in Palm Springs
121 Play Girl

* 1939-40 *Program*

BEING EDITED

183 Along the Rio Grande (W)
118 Citizen Kane
120 A Girl, a Guy and a Gob
117 Mr. and Mrs. Smith
Melody for Three
123 Scattergood Baines

IN PRODUCTION

124 Prodigy
Bambi
Reluctant Dragon
128 They Met in Argentina
122 Devil and Miss Jones
119 Show Business

REPUBLIC

Sold 28 features, 30 Westerns.

COMPLETED

71 Tulsa Kid (W)
61 Oklahoma Renegades (W)
63 Ride, Tenderfoot, Ride (W)
17 Girl From Havana
51 Colorado (W)
62 Under Texas Skies (W)
72 Frontier Vengeance (W)
5 Melody and Moonlight
1 Hit Parade of 1941
52 Young Bill Hickok (W)
6 Who Killed Aunt Maggie?
7 Friendly Neighbors
63 Trail Blazers (W)
41 Melody Ranch
73 Texas Terrors (W)
18 Meet the Missus
8 Barnyard Follies
53 Border Legion (W)
9 Behind the News
64 Lone Star Raiders (W)
19 Bowery Boy
74 Wyoming Wildcat (W)

BEING EDITED

44 Ridin' on a Rainbow (W)
54 Robin Hood of the Pecos (W)

IN PRODUCTION

Petticoat Politics
Arkansas Judge
Prairie Pioneers (W)

20th CENTURY-FOX

Sold 52 features.

COMPLETED

101 The Man I Married
104 Girl From Avenue A
103 Return of Frank James
106 Pier 13
109 Young People
110 Charlie Chan at the Wax Museum
105 Elsa Maxwell's Public Deb No. 1
116 Yesterday's Heroes
107 Brigham Young—Frontiersman
108 Gay Cabellero
113 Down Argentine Way
114 Night Train
111 Great Profile
117 Mark of Zorro
102 Street of Memories
119 Youth Will Be Served
120 Tin Pan Alley
118 Charter Pilot
Bride Wore Crutches
122 Jennie
123 Chad Hanna
115 Hudson's Bay
121 Murder Over New York
124 Michael Shayne, Private Detective
125 Romance of the Rio Grande
127 Girl in the News

BEING EDITED

Ride Kelly Ride
Western Union
For Beauty's Sake
Golden Hoofs
Sleepers West
Tall, Dark and Handsome
Uncensored
Murder Among Friends

IN PRODUCTION

Tobacco Road
Outlaw
Road to Rio
Dead Men Tell
Ride On, Vaquero
Very Young Lady

UNITED ARTISTS

Sold 24 pictures as follows: Chaplin—1, Goldwyn—1, Korda—3, Selznick—2, Wanger—2, Small—1, Roach—5, Lesser—1, Lubitsch—1, Loew-Lewin—2, Roosevelt—2, Rowland—1, Pascal—1, Corfield—1.

COMPLETED

Foreign Correspondent (Wanger)
Long Voyage Home (Wanger)
Pastor Hall (Roosevelt)
Great Dictator (Chaplin)
Westerner (Goldwyn)
Thief of Bagdad (Korda)
Blackout (Corfield)
Son of Monte Cristo (Small)*

* 1939-40 *Program*

BEING EDITED

Cheers for Miss Bishop (Rowland)
Lady Hamilton (Korda)
Major Barbara (Pascal)
Road Show (Roach)
So Ends Our Night (Loew-Lewin)
Topper Returns (Roach)
That Uncertain Feeling (Lubitsch)

IN PRODUCTION

Pot O' Gold (Roosevelt)
Broadway Limited (Roach)

UNIVERSAL

Sold 52 features, 7 Westerns.

COMPLETED

5013 Argentine Nights
5006 Hired Wife
5051 Leather Pushers
5020 Mummy's Hand
5046 The Fugitive
5001 Spring Parade
5019 Diamond Frontier
5024 Slightly Tempted
5023 Meet the Wildcat
5036 I'm Nobody's Sweetheart Now
5061 Ragtime Cowboy Joe (W)
5062 Law and Order (W)
5021 Sandy Gets Her Man
5063 Pony Post (W)
5007 Seven Sinners
5017 A Little Bit of Heaven
5052 Devil's Pipeline
5015 One Night in the Tropics
5010 Bank Dick
5026 Margie
5025 Give Us Wings
5053 Lucky Devils
5008 Dark Streets of Cairo
San Francisco Docks
Where Did You Get That Girl
Invisible Woman

BEING EDITED

Boss of Bullion City (W)
Bury Me Not on the Lone Prairie (W)
Dangerous Game
Back Street
Who's Whacky Now?
Mysterious Dr. R.
Six Lessons From Madame La Zonga

IN PRODUCTION

Nice Girl
Buck Privates

WARNER BROTHERS

Sold 48 features.

COMPLETED

519 Calling All Husbands
554 No Time For Comedy
506 City For Conquest
502 Knute Rockne—All American
569 Father Is a Prince
511 Dispatch From Reuter's
561 Tugboat Annie Sails Again
570 Always a Bride
562 East of the River
513 South of Suez
552 The Letter
512 Lady With Red Hair
571 She Couldn't Say No
551 Santa Fe Trail
503 Four Mothers
572 Case of the Black Parrot
Flight From Destiny
Father's Son

BEING EDITED

Footsteps in the Dark
High Sierra
Great Lie
Stuff of Heroes
Honeymoon for Three
Meet John Doe
Wagons Roll at Night
Knockout
Strawberry Blonde
Here Comes Happiness
Murder on the Second Floor

IN PRODUCTION

Sea Wolf
She Stayed Kissed
Miss Wheelwright Discovers America
Winged Victory

Complete Tabulation of 1940-41 Feature Releases

	Sold	Completed	Being Edited	In Prod.
Columbia	45	12	5	2
Westerns	16	6	3	—
MGM	52	18	4	3
Monogram	26	10	1	—
Westerns	24	6	—	1
Paramount	38	14	12	4
Westerns	6	1	3	—
RKO-Radio	53	21	6	6
Republic	28	10	—	2
Westerns	30	12	2	1
20th-Fox	52	26	9	5
United Artists	24	7	7	2
Universal	52	24	5	2
Westerns	7	3	2	—
Warner Bros.	48	18	11	4
TOTAL	503	190	70	32

Advance Dope STB

ARKANSAS JUDGE

Republic **Drama** **Jan. 31**

Selling Names: Leon, June, Loretta and Frank Weaver, Roy Rogers, Pauline Moore, Veda Ann Borg.

Director: Frank McDonald.

Assoc. Producer: Armand Schaefer.

Story Idea: Leon Weaver, founder of the community of Peaceful Valley, is distressed by the accusation of thief against Spring Byington, community handy woman. Strongest against her is Frank Thomas, local banker, whose daughter Veda Ann Borg, is really the thief. Roy Rogers, lawyer, is torn between two duties, his love for Weaver's daughter and his infatuation for Veda. Spring's life and her good name are finally saved when Veda confesses the theft.

Catchline: "Gossip . . . a small town's worst enemy."

HERE COMES HAPPINESS

Warner Brothers **Drama** **Not Set**

Selling Names: Mildred Coles, Richard Ainley, Russell Hicks, Marjorie Gateson, Edward Norris.

Director: Noel Smith.

Producer: William Jacobs.

Story Idea: Mildred Coles, daughter of a millionaire, decides to leave home in quest of real love and happiness. Under an assumed name, she takes a room in a boarding house, where she meets Edward Norris. When she tries to help him financially, and he sees her receiving calls from someone in a large limousine, he thinks she is two-timing him. When Mildred's father learns of her love for Norris, he arranges things so that his daughter's happiness is assured of.

Catchline: "She had the courage to hunt for real happiness."

Meet Your Exchangemen

Joseph B. Brecheen (RKO-Radio)



Joe entered the picture industry in 1918 at the age of 18 after graduation from Cumby College, Sherman, Texas. First he was with Consolidated Film which distributed Universal pictures. He rose to office manager and then switched to Pathe in Oklahoma City as office manager and head booker. With the merger with RKO, he became office manager and later salesman. In 1935, he was promoted again to assistant manager at Dallas and in 1938, jumped again, this time to the managership of the Charlotte branch, a post he holds today.

Frank Sheffield (Republic)



A No'th Ca'lina boy, Frank attended the University there and went to Denver in 1932. He worked as a shipper and poster clerk for Monogram and jumped to bookkeeper and then booker in two and a half years. He joined Republic in 1935 as a booker and eight months later was promoted to salesman. He travels Northern Colorado, Wyoming, Western Nebraska and part of South Dakota, which is a lot of territory in any man's language—but Frank sells 'em with a Southern accent.

James W. Lewis (RKO-Radio)



Jim started in the booth in Slater, Missouri, in 1921 and later went to Kansas City working for Pathe and Paramount as a checker. In 1925, he became a booker at Pathe. Two years later, he was made office manager and in another year he was a salesman. He remained with the company through the mergers with PDC and RKO and celebrated his 15th anniversary as Kansas City salesman for the company on Dec. 8.

Raymond M. Copeland (Para.)



Ray Copeland will take over the management of Paramount's Kansas City exchange on Jan. 6 after a continuous record of more than 20 years in Des Moines. He has been with Paramount since 1922, at which time he joined the company as a booker following two years with Universal and Hodkinson. In two months, he was made a salesman. Four years later he became branch manager. His well-earned promotion places him in charge of one of the largest Paramount offices in the entire country.

Charles C. Deardourff (MGM)



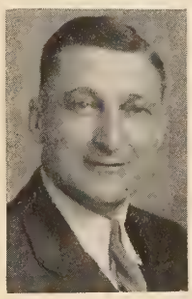
Charlie started in the show business as an usher in a legitimate theatre, later rising to become manager and lessee of the house. He joined Universal in 1918 as an advance man and the following year went with Goldwyn, as an exploiteer. Thus he probably has one of the industry's longest records as an exploitation man, since he is today exploiteer for MGM in the Cleveland office. He originally joined Metro in 1921.

Herman L. Ripps (MGM)



Herman enjoys the reputation of being one of MGM's most transferred men. He joined MGM in 1928 as a checker in the New York office and six months later was transferred to Albany as special representative. Then he went to Detroit as cashier, to Cincinnati as booker and to Oklahoma City in the same capacity. In 1932, he came back to New York as Brooklyn booker. In 1934, he went to Charlotte as a salesman for three months and then five years in Albany as a salesman. He went back to New York as a salesman and has just been appointed branch manager in Albany.

U. T. (Doc) Koch (Columbia)



Falmouth, Ky., was Doc's birthplace, the big event taking place in 1885. Twenty years later, he joined the Wurlitzer Company at the St. Louis Fair. After that he migrated South, managing the Universal office in Atlanta from 1917 to 1921, then three years with FBO and five years with the Kimball Organ Co. In 1930, he joined Columbia as Florida salesman out of the Atlanta exchange. He's still at that job, making his home in Daytona Beach with his wife and son and daughter, both of whom are graduates of the University of Florida. But what does the "U" stand for?

Tony Ricci (Republic)



This New York Republic salesman began his film career as a theatre manager and then went into distribution in the states rights field. From 1921 to 1925, he sold for Selznick and then for two years for Apollo Exchange selling Warner pictures. He was a star-salesman for Fox in New Jersey and then went to Hollywood Film Exchange, returning to Fox after a brief period. He joined Republic in 1937 and has been there ever since.



The Talk of the Tents
Up and Down the Land

Variety Club Notes

JOHN H. HARRIS, NATIONAL CHIEF BARKER

Weekly Get-Together of
Filmdom's Good Fellows



Tent No. 1—Pittsburgh

Farewell Christmas Party Held by 1940 Crew . . . Ladies' Theatrical Club Also Holds Yuletide Party.

The club's outgoing crew, under the leadership of Chief Barker Latta, held a Christmas and farewell party in the clubrooms on Monday evening, December 23rd.

On Tuesday, December 24th, the Ladies' Theatrical Club sponsored a party for the kiddies. Little Joe E. Brown, the club's newest ward, received many lovely Christmas presents at the party. A large crowd attended.

Joe Hiller and Harry Kalmine are lining up a huge program for the next Vet show. They have resolved that during 1941 the vet shows will be bigger and better than ever before.

The Ladies' Theatrical Club made up over 100 Christmas baskets for the needy. They raised $200 in cash at a recent bridge party. The *Sun Telegraph* cooperated with the ladies in placing the baskets.

Many of the barkers are eyeing time schedules for Florida, as vacation jaunts will begin right after the holidays.

A splendid testimonial dinner was given for Burt Bishop, who leaves for the midwest the first of the year.

Barker Charlie Eagle's son, Carl, is active on the *Pitt News,* which aids the Variety Club in publicizing numerous of their activities.

National Chief Barker John H. Harris threw an Ice Follies Christmas party at Webster Hall recently. Critics and many barkers were present.

1940 marks the greatest increase in club membership in one year, in the history of Tent Number One.

Your correspondent wishes to take this opportunity of wishing all members a most happy, healthful and prosperous New Year.

Tent No. 3—Cincinnati

New Year Welcomed in Appropriate Style . . . Billy Bein Home for Holidays . . . Other Queen City Notes.

Tent No. 3 welcomed the New Year in a most appropriate style. The clubrooms were atmospherically decorated (same decorations torn down later by over enthusiastic celebrants) and the boys and their girls to the tune of over 200 turned out in their best bib and tucker to ring in the new after ringing out the old. This they did in a very successful manner with all those present apparently seeming to have the time of their lives. There was music for dancing, a floor show, a turkey dinner and best of all six small radios for door prizes. And to say that all present had a good time would be putting it mildly. Much credit is due Nat Kaplan and his committee consisting of Bill Onie, Charlie McDonald, Andie Niedenthal and Pete Niland for the efficient manner in which they handled the entire party.

Home for the holidays came Billy Bein, formerly an independent accessory man here, now a big shot with National Screen. With him was his very charming wife, Esther, and their youngest.

Lowell Calvert of Selznick International at the clubrooms resting after a long day with GWTW now in its second run with reserved seats at the Capitol Theatre. With him at the Tent were such distinguished motion picture men as Ed Booth, local manager for MGM, Johnny Allen, the newly appointed Washington manager for the same firm and Bill Devaney, local office manager for MGM. Incidently after Allen's departure for the nation's high spot on the first of January, Devaney will succeed him as city salesman, a post Johnny held for many moons.

Bert Stearns, the diminutive giant of United Artists, paid his usual visit while at the local offices. Bert is chief barker in Cleveland. Bill Onie and his brother-in-law, Milt Gurian, discussed the destinies of Monogram pictures. Incidently Onie is very busy making up the personnel of the various Tent committees which he will appoint immediately after he takes office as chief barker of the local tent.

John Malone, the MGM chief in these parts, is always his smiling self whenever he puts in an appearance. And always welcome.

Tent No. 4—St. Louis

New Officers Elected . . . Harry Arthur Chief Barker, Lou Ansell, First Assistant . . . Inducted at Luncheon.

Recently local members attended a club luncheon given in the Melbourne Hotel, at the conclusion of which the new officers elect were inducted into office. A number of new members were given the oath and inducted into Variety.

The new officers are Harry Arthur, Chief Barker; Lou Ansell, First Asst. Chief Barker; George Wiegand, Dough Guy; Chauncey B. Nelson, Property Master, with the following board members, Joseph Ansell, Herb. Washburn, Alvin Wolff, Clarance M. Turley, Clarence D. Hill, and Sam Shuchart.

Plans are still being considered for new club quarters with several new places, including one of the more exclusive hotels, as likely prospects. Other plans are being prepared and studied relative to the promotion of several Charity events for the coming year.

Barker Sam Shuchart's Christmas party given in the club quarters was attended by many of the members, and all had a very enjoyable evening. Barker Shuchart is to be congratulated on being the perfect host.

The members of Variety Tent No. 4, St. Louis, take this opportunity to extend to all members and associates a most happy and prosperous New Year.

Tent No. 5—Detroit

Interest Centers on Charitable Activities . . . UDT Has Special Matinees . . . Others Give Christmas Parties.

Interest has been centered on many charitable activities of local show business for the past holiday weeks, with exhibitors particularly doing many fine things for the many worthy causes in which each is interested. United Detroit Theatres under President Earl Hudson had special matinees for youngsters; so did David M. Idzal's Fox Theatre on Saturday. In the case of these big downtown free shows, most of the children came from hospitals, orphanages, and clinics.

Wisper and Wetsman Theatres had children's parties at their various houses—some had "Tin Can Matinees" and the like, collecting cans of food for charitable distribution. The list is long—here's a suggestion—why not associate all these many worthy activities with Variety, by having charitable activities of each theatre or other show unit under the general sponsorship—or co-sponsorship—of the local Tent?

Local interest went high for the opening Friday of the Royal Theatre, with many Barkers actively interested. The house is run jointly by UDT and W & W, and is the first built for a first or second run class here in ten years. The anti-climax was that with a crowd of 4,000 for the opening of the 2,500 seater, it stayed dark due to—up to press time—temporary disagreement over employment of a stage hand.

Variety Tent seems almost deserted with most of the salesmen off for two weeks of Florida sunshine, and the rest going this week. Big activity of the week was to be a grand New Year's Eve party, with regular Saturday Frolics resuming under new Chief Barker John Howard of Paramount on January 11 . . . Howard's Xmas party was December 27; Frank Downey's (at Metro), December 20; and Carl Buermele's Dec. 24 at Co-Op.

Tent No. 7—Buffalo

Christmas and New Year's Parties Year's Highlights . . . Lehman a Father . . . New Barkers Join.

It's 1941, but the boys (and girls) of show business hereabouts, particularly film folk still are talking of two holiday events: The New Year's Eve party in Variety's quarters here and the Yuletide party staged by A. C. Hayman of the Lafayette in the same rooms. Reservations for Tent No. 7's greeting to the new year all were taken up two days before the program began. It was marked by several novelties, in addition to the time-tried stunts marking such occasions.

The Hayman party, taking guest comments as a criterion, topped all of the others the veteran showman has arranged. Men and women were arriving for hours. George Roberts of Cleveland, TCF district manager, was the one who came the farthest.

For Syd Lehman, No. 7's chief barker for 1941, the season was gladdened greatly by the arrival of a daughter, who was named Gloria. The second child for Syd and Mrs. Lehman, she joins a young son, who glories in the nickname, Butch. It took Syd days to get his head out of the clouds.

Several additions were made to the Club's roster with the arrival of 1941. They include Nikitas D. Dipson's executive, A. Gibson, who transferred from Pittsburgh Tent's non-resident division, and Michael de Angelis of Rochester, architect, who has been busy hereabouts on theatres for Dipson and the Basil Brothers.

First of the latest building projects to be opened probably will be the Basils' Apollo, on the site of the old Liberty, which was operated by Albert Francis.

Past Chief Barker Jacob Lavene, who recently underwent an operation, still is in Buffalo General Hospital, where physicians pronounce his condition good.

Tent No. 8—Kansas City

Charitable Activities Feature Year's Close . . . Club Adopts 15 Christmas Families . . . Many Join in Work.

Variety Club passed its usual New Year's party this year, and the boys celebrated the birth of 1941 in a variety of fashions.

The club closed its year with a flourish of charitable activities. Aside from the $4,500 raised by the Variety Club-*Kansas City Star* bowling tournament December 21-22, the club adopted 15 Xmas families. A number of persons along the Row helped with this task. Arthur Cole, secretary, provided Club funds, and various individuals and groups did the work, an interesting and enlightening experience. A number of Club members and friends supplied,

in addition to the food the Club funds bought, clothing and other items. Those who helped out were Jay Means, Jack Shriner, Reube Finkelstein, Max Barewin, Nat Hechtman, Paramount, Altec, RCA, National Screen, Metro, 20th-Fox, Commonwealth, Republic Midwest, and Columbia.

Tent No. 12—Minneapolis

Several Barkers in Florida . . . Morrie Abrahams Plays Santa at Club's Christmas Party.

Chief Barker Ben Blotcky and the wife right now are sunning themselves on the Florida beaches. It's the second successive winter that they've chosen Miami for their winter vacation spot. Some of the other club members soon will join them, including Moe Levy and Jack Cohan of 20th-Fox. W. A. Steffes, former Chief Barker, and Theodore Hays are there already. Incidentally, Chief Barker Blotcky is building a new home at St. Louis Park.

All the members are happy because the wife of George Granstrom, one of the club's most popular members, has recovered sufficiently from the injuries suffered in an automobile accident two months ago to be moved home from the hospital.

Morrie Abrahams, M-G-M exploiteer for 18 years, had the time of his life playing the part of Santa Claus at the club's Christmas party for the kiddies. Morrie was an actor in his youth and he portrayed Santa to perfection and enjoyed himself as much as the kiddies. The young son of the "little judge" Ben Meshbesher, Republic live-wire, won the door prize and assisted the magician and, generally, was much in the limelight.

Tent No. 13—Philadelphia

Sabu was a visitor as guest of "Skip" Weshner . . . Over 300 Christmas baskets were given to the poor. Sam Gross and Oscar Neufeld get credit . . . The New Year's Eve party was a honey . . . The sixth annual banquet is over and Dough Guy Bill MacAvoy, Jr. has the pleasure of paying the bills . . . Edgar Moss is a member again.

Tent No. 17—Dallas

2,000 Subscribe to British War Relief Society . . . I. B. Adelman Named Chairman of Theatrical Division.

More than two thousand persons associated with the theatrical business in Dallas pledged themselves Friday morning to subscribe to the British War Relief Society, at a monster mass meeting held in Interstate's Majestic Theatre.

I. B. Adelman, Interstate partner, is general chairman of the theatrical division of the relief society. R. J. O'Donnell, retiring barker of the Dallas Variety Club and vice president and general manager of the Interstate circuit, opened the meeting. Nathan Adams, Dallas bank president and county chairman of the society, addressed the gathering as did Bill McCraw, former state's attorney general and now a resident of Dallas. Both stressed the need of help for the British.

Adelman's committee is comprised of: John Q. Adams, vice chairman; Bill Underwood, Jack Underwood, Paul Short, Besa Short, Frank O. Starz, R. I. Payne, Herman Beiersdorff, James Owen Cherry, Jo Jack, Mike Rice, Paul Scott, R. E. Griffith, Lloyd Rust and Don Douglas.

The theatrical division will stage various dances and entertainments to raise funds. The entertainment committee is headed by O'Donnell who announces a city wide dance in Dallas January 10. Dancers will gather at the hotels and various night spots. The receipts will be turned over to the fund.

Waltmon Strikes the Bell With Big Campaign on "Strike Up the Band"

If "Strike Up the Band" didn't go over with a bang in Columbus, Miss., it wasn't the fault of Manager Burgess Waltmon of the Princess Theatre, for if any exhibitor put on a comprehensive campaign that embraced all angles, Waltmon is that exhibitor. He didn't report the business done as a result of the campaign, but we don't see how it could have been anything but highly successful.

Special advance art and features were promoted in local and nearby small town newspapers. Eight column one-inch teaser ads were run across the bottom of all newspaper pages, except the editorial page, on opening day. A contest on association of names and objects was planted. Inviting news carriers as theatre guests netted Waltmon a front page story.

Throughout the trade territory 50 3-sheets and 15 one-sheets were posted, and 150 jumbo window cards were placed in strategic spots.

On radio exploitation, Waltmon got four daily plugs, advance and current. A 15-minute transcription was used on WCBI. A Judy Garland Vocalist Contest was conducted over WCBI, with a small trophy, said to be awarded by the star, serving as prize.

Heralds were distributed to every room in the two leading hotels, and were also passed out to students at Mississippi College for Women. A mailing list of 1,500 were covered with programs.

For an opening day ballyhoo, a four-piece orchestra appeared at street corners and at various meeting places playing music from the picture. Accompanying signs carried playdates.

Over the traffic controls in the center of six prominent business-district street intersections, four-way displays were erected.

Jumbo cards were attached to laths and placed along incoming highways at 300-foot intervals at the entrance to the city limits.

Letters to all city and county schools secured assembly announcements of the attraction and a school bargain matinee price. Public address system announcements were made at football games, and an ad was placed in the football program. An announcement was made at high school chapel.

Several window displays were promoted by Waltmon. Sidewalks were stenciled. Masonic Home orphans were guests of the theatre at a matinee, thus affording the Princess manager another newspaper break. "Juke box" tie-up cards invited patrons to play tunes from "Strike Up the Band."

All this, and Waltmon's swell lobby display, too.

Joe Boyle Uses Effective Campaign on "Bitter Sweet"

Highly effective was the "Bitter Sweet" campaign put over by Joe Boyle, assistant manager of Loew's, Syracuse. In conjunction with a large department store he arranged a Treasure Hunt contest, with the store using ten mounted stills and distributing 8,000 contest blanks.

Boyle also made a tieup with a prominent florist whereby the latter furnished enough bitter sweet to attach to cards which were distributed throughout office buildings in the downtown section. In addition, the florist displayed a full window trim of bitter sweet as well as a 22x28 card crediting the theatre, cast and playdate.

Two of the leading dining places sold "Bitter Sweet" Cocktails. Bitter sweet candy tablets were distributed in hotels and restaurants. The local *Post-Standard* used a three-day coloring contest.



Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

Arthur Hornblow, Paramount producer, is conferring with immigration authorities on the fine points of immigration laws concerning the Mexican border. Hornblow will use the information in his next production "Hold Back the Dawn," which concerns refugees awaiting entrance into the United States.

Spring Byington has been signed for an important role in RKO's "The Devil and Miss Jones," new Jean Arthur starring vehicle now before the cameras under the direction of Sam Wood. Miss Byington recently completed a role in Frank Capra's "Meet John Doe," which will be released shortly.

Minna Gombell, Anthony Quinn, John Litel, Vaughn Glaser and William T. Orr will be among the principals in Warner Bros.' "Thirty Days Hath September." Eddie Albert, Joan Leslie, May Robson and Alan Hale are featured in the picture.

Virginia Gilmore has just completed the leading feminine role in "Tall, Dark and Handsome," her fourth picture at 20th Century-Fox in the past eight months.

Columbia has a promising new juvenile in Lloyd Bridges, U.C.L.A. boy, who debuts in the Warren William starrer, "The Lone Wolf Takes a Chance," under the direction of Sidney Salkow.

Charles Winninger reported to Director George Marshall for his role in "Pot O' Gold," James Roosevelt's first production for United Artists release. Also signed for the picture is Virginia Carroll.

Charlie Butterworth has been signed for the top male role in Judy Canova's next starrer at Republic, "Sis Hopkins," which Joseph Santley will direct. The picture is scheduled to be the first production shot on the newly dedicated Mabel Normand sound stage.

Mischa Auer, Theresa Harris, Andy Devine and Roland Young have been assigned top spots in "The Flame of New Orleans," Marlene Dietrich's next at Universal. Rene Clair directs under the production supervision of Joe Pasternak.

Production started this week on MGM's "Free and Easy," with Ruth Hussey, Robert Cummings, Nigel Bruce, Reginald Owen and Forester Harvey heading the cast. Edward Buzzell is directing under the production supervision of Milton Bren.

If the deal can be arranged, Fred MacMurray will have the male lead in "New Wine," which Reinhold Schunzel will direct for Alexanda Korda.

For the second time, Frank Capra will return to the sound stages for added scenes for "Meet John Doe." This was decided on, after several sneak previews.

Maureen O'Hara has been assigned the top feminine spot in RKO's "Two On An Island," which Erich Pommer will produce. Miss O'Hara is currently in "They Met in Argentina" and is also slated for "Water Gipsies" before starting "Two On An Island."

Armillita, reputed to receive $3,000 for a single engagement in the bull ring, and who is a favorite in South America and Mexico, will be seen in "Blood and Sand," 20th Century-Fox' forthcoming epic. The cast line up to date includes Tyrone Power, Linda Darnell, John Carradine and Laird Cregar.

Pat O'Brien, recently seen in Columbia's "Escape to Glory," has been signed to a five-year contract by the studio, to star in not less than two pictures a year. He will probably go into "A Man's World," as the initial assignment.

John King, featured in Monogram's "Range Busters" series, has left for Austin, Texas, where he starts a seven-week tour of personal appearances.

Republic's latest "Three Mesquiteers" picture, "Prairie Pioneers," went into production under the direction of Les Orlebeck.

More Technicolor Films Scheduled For New Year Than Ever Before

More and more attention is being paid to Technicolor as indicated by the fact that in the posters and advertising on recent Technicolor pictures, the word has been played up in big type. The importance of Technicolor was shown in the recent STR Leaders' Poll wherein exhibitors voted most of the Technicolor pictures of the year among the Leaders at the box office in 1940.

During the coming season, more big productions will be made in color than ever before. The Technicolor line-up at the present writing consists of 20th's "Chad Hanna" and "Western Union"; and Paramount's "Shepherd of the Hills" and "Virginia." These four are completed. In production are 20th's "The Road to Rio," MGM's "Billy the Kid," and Walt Disney's "The Reluctant Dragon."

Scheduled for early filming in Technicolor are RKO's "True to Form," MGM's "Blossoms in the Dust" and "The Yearling," 20th's "Belle Starr" and "Blood and Sand," Walt Disney's "Bambi," and Paramount's "Aloma of the South Seas" and "Reap the Wild Wind."

The above are in addition to the increasing number of shorts being made in color.

Mabel Normand Dedication At Republic a Gala Event

The motion picture industry paid tribute to Mabel Normand last Friday when Republic dedicated its new sound stage to the immortal comedienne. Present at the ceremonies, were practically every star and executive who worked with Miss Normand, which included such personalities as Frank Capra, Louise Fazenda, Lloyd Bacon, Ray Griffith, Eddie Cline, Chester Conklin, Eddie Sutherland, Jack Mulhall, Hank Mann, Edgar Kennedy, Charlie Murray and several hundred others.

Mack Sennett started the dedication ceremonies with the presentation of a bronze plaque, which will perpetuate the memory of Miss Normand. It was designed by J. R. Savage of New York City, and will be set in position by the main entrance of the new stage.

Pritchard Signs Guy Lombardo

Dick Pritchard, newly appointed director of entertainment at the Ambassador Hotel, Los Angeles, has signed Guy Lombardo and his Royal Canadians for the world famous Cocoanut Grove in late January. Lombardo will do his nightly broadcast from the Ambassador Theatre in the hotel.

Levant Arrives for "Kiss"

Oscar Levant arrives in Hollywood this week for his role in Paramount's "Kiss the Boys Goodbye," which will go before the cameras January 13 under the direction of Victor Schertzinger. Levant was granted a leave of absence from "Information Please," so that he could accept the Paramount contract.

"Miss Bishop" Gets Raves

Those who caught the sneak previews of Richard Rowland's "Cheers for Miss Bishop," co-starring Martha Scott and William Gargan, are raving about the top performances turned in by both players. The picture will be released by United Artists.

Sherman Receives New Assignment

As a result of his direction of "Flight From Destiny" for Warner Bros., the studio has assigned Vincent Sherman to guide Thomas Mitchell and Geraldine Fitzgerald in the forthcoming "One Hour of Glory." Both players were directed by him in "Flight From Destiny," considered one of the season's most brilliant directorial jobs.

Lang Directs "Man Hunt"

Fritz Lang has been assigned the directorial chore on 20th Century-Fox's, "Man Hunt," considered one of the prize assignments of the year. Lang recently completed "Western Union" for the same studio.

Auer Preps "Citadel"

Director John Auer is preparing to send Republic's "Citadel of Crime," before the cameras in about ten days, with a large cast headed by John Wayne.

HOLLYWOOD STUDIO ROUND-UP

Shooting started on six new pictures this week:

METRO-GOLDWYN-MAYER

FREE AND EASY—Principals: Ruth Hussey, Robert Cummings, Nigel Bruce, Reginald Owen. Director, Edward Buzzell.

PARAMOUNT

ONE NIGHT IN LISBON—Principals: Madeleine Carroll, Fred MacMurray, John Loder, Patricia Morison. Producer-Director, Edward H. Griffith.

REPUBLIC

PRAIRIE PIONEERS—Principals: Three Mesquiteers. Director, Les Orlebeck.

20th CENTURY-FOX

A VERY YOUNG LADY—Principals: Jane Withers, Nancy Kelly, John Sutton. Director, Harold Schuster.

WARNER BROTHERS

WINGED VICTORY—Principals: Geraldine Fitzgerald, James Stephenson, Barbara O'Neil, Donald Crisp. Director, Irving Rapper.

MISS WHEELWRIGHT DISCOVERS AMERICA—Principals: Priscilla Lane, Ronald Reagan, Lee Patrick, Helen Westley, May Robson. Director, Curtis Bernhardt.

"Very Young Lady" Rolls

"A Very Young Lady," Jane Withers starrer, went before the cameras at 20th Century-Fox, under the direction of Harold Schuster. Playing important roles in the picture are Nancy Kelly, John Sutton, Richard Clayton and Charles Halton.

"Air Devils" for East Side Kids

"Air Devils," an original screenplay by Al Martin, will be the next vehicle for the East Side Kids at Monogram. The cast includes Leo and David Gorcey, Sunshine Sammy and Donald Haines. The picture will be produced by Sam Katzman.

Carroll Gets "Sunny" Lead

John Carroll has been signed for the male lead, opposite Anna Neagle, in her next musical for RKO, "Sunny," set to go before the cameras within the next two weeks. Others signed by Producer-Director Herbert Wilcox for important roles are Ray Bolger, Edward Everett Horton, Frieda Inescourt and The Hartmans.

Wood Still Looking for Leading Man

With "The Devil and Miss Jones," starring Jean Arthur, well into its third week of production at RKO, Director Sam Wood is still looking for a leading man. Announcement is expected to be made shortly, with the possibility that Sterling Hayden, recently discovered by Edward H. Griffith, will get the role.



Seems to Be Funny

Bette Davis reads a poem, written by director Edmund Goulding, dedicated to the birthday of Tony Gaudio, cameraman on her new Warner Bros. picture, "The Great Lie." Jack Sullivan, assistant director, is reading over her shoulder.

"Hoppy" Troupe Returns

Harry Sherman's "Hopalong Cassidy" troupe, currently filming "Pirates on Horseback," returned to Hollywood from location at Lone Pine. The cast, directed by Leslie Selander, includes William Boyd, Russell Hayden, Andy Clyde and Eleanor Stewart. The picture is the 35th in the popular series.

Green to Direct "Senate Page Boys"

Alfred E. Green will direct Columbia's "Senate Page Boys" for Producer Charles Rogers. Green has returned from Washington, where he supervised the filming of background shots for the picture.

A Big Step

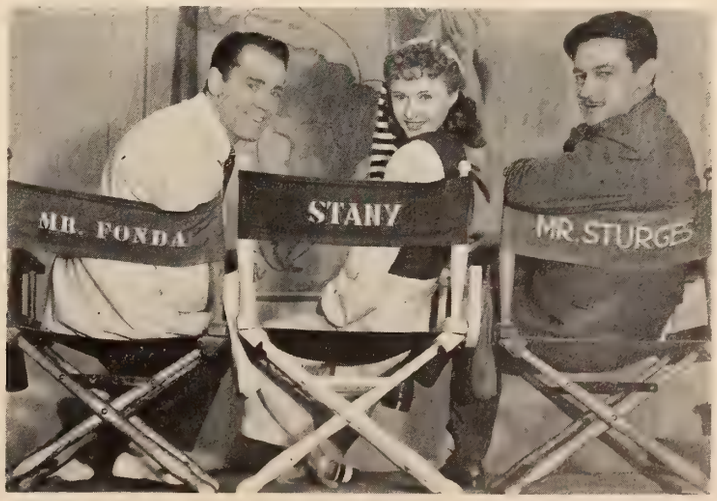
Henry Wilcoxon stepped from "Scotland Yard," at 20th Century-Fox, into a featured role in Columbia's "The Lone Wolf Takes a Chance."

Brown Reading Scripts

Having completed editing of "Come Live With Me," starring James Stewart and Hedy Lamarr for MGM, Clarence Brown is reading four scripts presented him by the studio in an effort to select his last assignment on the lot.

Two Misters and a Nickname

When property men on "The Lady Eve" set at Paramount made up chairs for the company, they unconsciously tipped off the close friendship everyone has for Barbara Stanwyck. On her chair went "Stany," the nickname she likes everyone to use. Henry Fonda, co-star, and Preston Sturges, director-writer, got the formal "Mr." on their chairs. Next time the trio works together it will probably be Stany, Hank and Pres.



WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

MGM is taking no chances with Shirley Temple. When the contracts are signed, it will be announced that Shirley will be co-starred with Mickey Rooney and Judy Garland in a big musical. Looks good, sounds good and should be better than good.

Warner Bros., the studio that has been cornering the market on holdouts, must be laughing up their sleeves on that William Holden-Paramount-Columbia mix-up. And talking of holdouts, what's what on the Annie Sheridan beef? We wonder what would happen if some of the top executives held out for better performances?

Producer-Director Wesley Ruggles' trip to South America may bring a new leading man to the American screen. He is reported negotiating with Ansalle Padermo, leading man of Rio de Janeiro, for the second male lead in "The Doctor's Husband," his next assignment at Columbia.

Bill Saal, and his gang over at Republic, are fast getting the rep of TOP Hollywood party throwers. Their latest, the dedication of the Mabel Normand Sound Stage, will be remembered for a long, long time. Thanks for the invite, boys.

"Fuzzy" Knight forsakes horses completely in Paramount's "New York Town," in which he will devote his time to four babies, as the startled father of quadruplets. When this assignment is over, we bet "Fuzzy" will RUSH back to his old cowboy roles . . . even if he has to play nursemaid to a few mules.

We wonder if the new song, "Little Refugee," was written for the kids from the battlefields of Europe, or for some of the ex-juveniles waiting for their draft call.

Universal Signs Dance Director

Nick Castle, who staged the dances for "Down Argentine Way" and "Sally, Irene and Mary," has been signed by Universal to direct the musical numbers featuring the Andrews sisters in "Buck Privates."

Short Subject Reviews

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning January 4)

CAPITOL—Information Please No. 2 (RKO-Pathe) rev. 10-19-40; You the People (MGM) rev. this issue; American Spoken Here (MGM) rev. 12-7-40.
CRITERION—Picture People No. 2 (RKO-Pathe) rev. 10-19-40.
GLOBE—Porky's Hired Hand (Vita.) rev. 12-28-40; Henry Busse and His Orchestra (Vita.) rev. 11-30-40.
PARAMOUNT—Raggedy Ann (Para.) rev. 12-21-40.
RIALTO—Community Sing No. 5 (Col.); His Ex Marks the Spot (Col.).
RIVOLI — Arabian Bazaar (UA) rev. 12-24-38; Window Cleaners (RKO-Disney) rev. 10-19-40.
ROXY—Snow Man (20th-Fox); Spotlight on Indo-China (20th-Fox).
STRAND — History Repeats Itself (Vita.) rev. 9-30-39; Bedtime for Sniffles (Vita.).

You, the People *(Excellent)*

MGM (P-202) Crime Doesn't Pay No. 2 **21 mins.**

This picture is good enough to rate being billed as the second half of a double bill. It shows how corrupt political machines steal elections. There is probably a parallel in many cities, and although you cannot accuse bosses in your own city of doing these things, if they exist the accusation will be plain enough to your patrons but so put that no one can be offended. However, the reaction to this subject in such places as Jersey City and Chicago would be interesting to watch. The picture, though coming just after election, is nevertheless of constant interest, as municipal elections occur at all times of the year. An excellent cast with players familiar through frequent appearances in features, together with inspired direction by Roy Rowland, make this subject far more entertaining than the average second feature on a double bill.

The Great Meddler *(Very Good)*

MGM (M-242) Miniature No. 2 **11 mins.**

This is the story of Henry Bergh who founded the Society for the Prevention of Cruelty to Animals. Though he was much discouraged at the start he persevered and later founded the Society for the Prevention of Cruelty to Children, according to the film. The subject offers plenty of chances for tieups with the Society which has branches all over the country. It will arrange for displays of how to properly treat animals, etc. Fred Zinnerman directed.

Sea For Yourself *(Holds Interest)*

MGM (S-263) Pete Smith No. 3 **10 mins.**

The well known unseen comedian investigates various types of water sport in this subject, with especial emphasis on spear fishing. The last half of the subject in which one fisherman goes into an underwater cave and then finds his way blocked by a deadly sting ray is full of suspense and will hold the interest. Pete gets the usual comedy touches into the subject, however, to make it a well rounded attraction in itself, suitable for most any program. Charles Trego directed.

Tickled Pinky *(Rustic Rhythms)*

Univ. (5224) Musical No. 4 **18 mins.**

Here's a lively musical short subject set against a village barn background. The Pickard Family, radio entertainers, play several hillbilly tunes which are interspersed with the singing and dancing of Pinky Tomlin, Martha Tilton and Lorraine Krueger, plus a harmonica interlude by Britt Wood, former vaudeville headliner. Produced by Will Cowan and directed by Larry Ceballos, "Tickled Pinky" should please patrons in average communities. The cast of headliners, most of them well known to your patrons, should be featured in your newspaper and lobby advertising.

Mrs. Ladybug *(Excellent)*

MGM (W-242) Cartoon No. 2 **8 mins.**

The Ladybug has a difficult time caring for all her children so she advertises for a maid. The spider gets himself up as a maid and applies for the job. He gets it all right, but one of the little ladybugs proves his undoing, finding means for penetrating his disguise. This is an excellent cartoon and one which should be received with favor on any bill. It would be especially appropriate just before or just after your second run of "Gone With The Wind" since there is a parody on that film.

. . NEWSREEL SYNOPSES . .

(Released Saturday, January 4)

MOVIETONE (Vol. 23, No. 33)—Chief Justice Hughes honored; New submarine tender; Freight train wrecked in New York; Crown Prince Olaf of Norway in Washington; Canadian troops on British coast; Duke of Kent on tour of British coast fortifications; Ex-Emperor Haile Selassie in British Sudan; Lace fashions; Football: Rose Bowl, Sugar Bowl, Cotton Bowl and Orange Bowl New Year's Day games.

PATHE (Vol. 12, No. 37)—1940 a Year of War (written and narrated by Raymond Gram Swing).

NEWS OF THE DAY (Vol. 12, No. 232)—Tacoma bridge collapse thrill highlight of 1940; Night life in London; King George visits R.A.F. bomber command; Haile Selassie in British Sudan; Chief Justice Hughes honored; Bowl games from Coast to Coast.

UNIVERSAL (Vol. 12, No. 942)—Sports highlights of 1940; Bowl games from Coast to Coast.

PARAMOUNT (No. 37)—Rose Bowl, Orange Bowl, Cotton Bowl and Sugar Bowl football games.

(Released Wednesday, January 1)

PARAMOUNT (No. 36)—Italian prisoners in Libya; Anne Morrow Lindbergh presents her views on food relief; H.M.S. Kelly saved by Royal Navy; Beach wear shown at Miami; British evacuee children in New York speak to parents in Britain; President Roosevelt's speech.

MOVIETONE (Vol. 23, No. 33)—Roosevelt's speech; H.M.S. Kelly saved by Royal Navy; King George of Greece visits bomber command; Civilian life underground in London; Sports Parade of 1940; Santa Anita racing season opens.

NEWS OF THE DAY (Vol. 12, No. 231)—Roosevelt's speech; H.M.S. Kelly saved by Royal Navy; London carries on as raids fill streets with new ruins; Beach wear shown at Miami; National aquatic forum in Florida (except Los Angeles, Omaha and San Francisco); Winter racing begins at Santa Anita (except Los Angeles, Omaha and San Francisco); Rose Bowl classic at Pasadena.

PATHE (Vol. 12, No. 36) — Roosevelt's speech; H.M.S. Kelly saved by Royal Navy; Tornado hits western Cuba; Chief Justice Hughes honored; East-West swim carnival in Florida; Basketball, N.Y.U. vs. Minnesota.

UNIVERSAL (Vol. 12, No. 941)—Roosevelt's speech; H.M.S. Kelly saved by Royal Navy; Coast tidal wave; Chief Justice Hughes honored; Swim meet at Ft. Lauderdale, Fla.; Basketball, Fordham vs. Kansas; Winter racing season begins at Santa Anita.



Cashes In On Roosevelt Name

Cashing in on the extra exploitation punch in the Roosevelt name, resulting from the headlines, Loew's Criterion, New York, effected an unusual build-up for the Arthur Leonard-Dick Hyland short "Hobby Lobby," which features Mrs. Eleanor Roosevelt and is being released by Columbia. Phil Laufer, ad man for the house, displayed a 40 x 60 frame alongside the box-office, facing the street. He reports the display stopped great numbers of passersby and drew many customers into the house. The film played simultaneously at Loew's State and Criterion.

Old New Orleans *(As Usual)*

MGM (T-215) Traveltalk No. 5 **9 mins.**

James A. FitzPatrick takes the camera on a tour of some of the historic spots of New Orleans. There is good advertising for Broussard's Restaurant to which a couple of hundred feet of the film are devoted and the rest is simply another travelogue of New Orleans with the addition of Technicolor. Tie up with travel agencies selling trips to New Orleans for the Mardi Gras in February.

Another Book Tieup for "Information Please" Short

Showmen playing the screen short "Information Please" have a natural for bookshop tieups in the new volume which was published in November by Random House. The volume's cover carries a scene from the Information Please short in which Anna Neagle was guest.

The publication also carries a complete transcription of the broadcast in which Wendell Willkie appeared. The edition contains 1,500 questions that have challenged the wit and wisdom of Kieran, Adams, Levant and many others.

Giant Headline Display

Manager Robert Dougherty of the Rockefeller Center Newsreel Theatre used a giant panel crammed with newspaper headlines for his lobby on March of Time's "On Foreign Newsfronts." The panel, 7 feet high by 6 feet wide, carried headlines centered around the theme of the production. The intriguing display attracted lobby shoppers throughout the period it was used. Dougherty put up the display two weeks in advance of the engagement.

STR PRESENTS

A MONTHLY

SECTION of THEATRE EQUIPMENT and MAINTENANCE

January 4, 1941

DO IT NOW— SAVE MONEY

THE National Defense Program touches closely every citizen in the land. Business, too, is feeling its effects and will continue to feel them. This publication was the first in the trade to point out the possible effects of the Defense Program's demand for machinists and on supplies of equipment for theatres. In the main, there is little doubt that the progressive theatremen, alert to the trend of events, have taken the Defense Program into consideration with respect to its possible reactions on deliveries of equipment, and possibly, also, on prices of equipment.

It is claimed in quarters very familiar with the matter, that an expected demand for re-conditioning of projection equipment has not developed to the extent anticipated, and that there are indications that a very large amount of projection equipment now in use constantly for a long period of time is reaching the point where emergency repairing and reconditioning may be expected.

Now, if such a condition exists, it shows that too many theatremen are not awake to what is going on. The demands for machinery and trained machinists is such that there is certain to be shortages. Theatremen will have to revise their notions of how quickly deliveries can be made and how rapidly replacements necessary for overhauling and re-conditioning of equipment, as well as the work involved can be expected. The experiences of the past several years cannot be used as an index as to what may be expected in deliveries and servicing during the current year. And those theatremen who go on believing that it's merely a matter of days, hours even, for completion of servicing jobs and perhaps no longer time for deliveries of new equipment, may be in for some very unpleasant surprises if they postpone the reconditioning work that is now indicated, based on length of time their projectors and other equipment have been in service without overhauling.

Putting off 'till tomorrow such jobs as replacements or reconditioning of equipment seems a risky business these days. And we urge again that theatre owners take stock of their plants. Whatever equipment requirements are indicated, had better be discovered, indexed and put on the "must" list of things to receive prompt action.

Failure to do this "protective buying" now when materials and trained man-power is available may result in lost revenue only a little later. It is outside the bounds of reason to expect that a great rush of this work, plus the growing call on trained machinists in factories and machines everywhere resulting from the speed-up of the Defense Program, will have other than a very sharp effect on the costs for materials and service. Better do a little preparing yourself—check-up the equipment, have it put in shape now, when not only will the job be more quickly done, but most likely, at considerably less cost than later.

American Seating Company announces

OUTSTANDING NEW THEATRE CHAIRS

featuring

NEW REVOLUTIONARY ACHIEVEMENTS

...IN COMFORT

... By superior utilization of spring arch and foam rubber construction.

...IN BEAUTY

... By inspiring style, intriguing new fabrics and harmonious color tones.

...IN VALUE

... By advanced manufacturing methods with planned volume material purchases.

Again American steps up the value ... but not the price!

Advance showing at all American Seating Company offices early in January.

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To Standardize New Type Sound Recording

Success of "Fantasia" Spurs Adoption of New System; Plan Is to Use Method Best Suited To Existing Theatre Equipment

PLANS for the complete revolution of theatre sound equipment, somewhat along the lines of the "Fantasia" sound installation described in these pages last month, are rapidly maturing in Hollywood. Recording will be different, and will enable every theatre properly equipped to reproduce to a greater or less degree the new realism and special effects used in "Fantasia." It is not expected that the full facilities of that system will be installed in every theatre, at any rate for the present. The plans under consideration also envision a modified recording technique that will permit the new films to be played on present-day apparatus to produce today's quality of sound. Transferred to another theatre, which is fitted with the new equipment, the identical print will produce the new, superior sound.

Sensational Advance in Quality

The basic superiority of the new reproduction, as it is heard by the audience, includes first of all greater volume range, more nearly approaching the dramatic differences of volume heard in nature. Also, and equally impressive to the audience, the new sound will come from more than one point behind the screen, and its audible source will shift with the action. These advantages combined impart a new liveliness and dramatic effect, unforgettable when heard, almost impossible to describe. Some readers will remember the flat, insipid, flavorless taste of their first drink of ordinary water after an hour or so of swimming in salt water. That is the impression ordinary sound creates after one has heard the new sound.

The developments now under consideration have relatively little to do with the accomplishment of the new results. That problem has been solved. The difficulty now is two-fold: (a) to get those results, or a fair approximation of them, at the lowest possible cost to the theatre and a minimum cluttering of the projection room with additional apparatus; (b) the adoption of recording method which will not require a special sound film (as in "Fantasia") and will not prevent the same film being played on ordinary equipment.

Hollywood Experts Weigh Systems

The benefits and disadvantages of three new techniques are now being weighed by Hollywood experts, and an announcement of standardization on one or the other is expected in the near future.

The elaborate "Fantasound" system described in last month's issue is one of those three, and some of its features will doubtless be retained, but the entire system will not. Readers will recall that it utilized four soundtracks recorded on a second 35 mm. film which was played synchronously through a special soundhead located on a different pedestal. This feature will probably be abandoned, except perhaps for special roadshows.

The use of more than one set of amplifiers will be retained, and is necessary. The same is true of an increase in the number of loudspeaker assemblies used behind the screen. One of the proposed systems calls for two sets of amplifiers and two sets of loud speakers; another, which gives more complete results, is based on the principle of three amplifier and speaker sets, serving the right, center and left of the screen area respectively. Loudspeakers to be placed in the body of the theatre can be added to any of these systems, and switched into service by the projectionist according to cue.

From the point of view of the showman, this means that the theatre, now equipped with one amplifier system and one backscreen speaker system, will have to buy double or triple that equipment. Houses which now have a full-power emergency amplifier will be able to use it as part of the new facilities, and can reduce their expenditure accordingly.

Slight Modifications to Equipment

In addition, the soundhead must be modified to enable it to respond to the new control tracks, but will not need to be replaced; and a small amplifier-control panel must be added.

The new recording will be based on either one or two soundtracks identical with the present tracks, and identically located on the film. (Where two soundtracks are used, each will be of half the width of the present record.) There will be a special control track located right in the line of the sprocket holes. In one of the new systems, the sprocket holes themselves constitute a part of the control record, since light shining through them onto a photo-cell produces a 96-cycle signal, and the control record merely changes the space between sprocket holes from opaque to transparent as required. The 96-cycle signal is strongest when the region between the holes is opaque and weakest when that region is transparent. Picked up by a separate photo-cell installed in the modified head, this signal is amplified, rectified, and used to control the performance of the two amplifiers.

In the alternative system, which utilizes two half-width soundtracks and three amplifying and speaker channels, the control track consists of three separate, pure frequencies recorded in the soundtrack area, and operating on the same principles as the special control track in the "Fantasound" system.

Overcomes Previous Limitations

The function of the control tracks, in all these systems, is two-fold. First, by automatically varying the amplification of the sound supplied to the different sets of stage speakers, the speakers located behind one part of the screen are silenced, while others in a different place operate at increased volume, thus causing the sound to originate in different locations and to shift to and fro with the action.

The second function is even more important, but a little more difficult to understand. Theatre sound hitherto has never faithfully duplicated the extremes of volume that are heard in nature, and much dramatic intensity has had to be sacrificed. The difficulty lay in the soundtrack, which could record only a limited difference of volume. This limitation of the soundtrack is not removed by the new techniques, but it is compensated for. The control track, by actuating a type of automatic volume control in the projection room amplifiers, makes possible any degree of variation in loudness that may be desired, including variations that exceed those of nature. The effect of this improvement cannot be described in print. It must be heard.

Equipment Ready for the New Sound Tracks

Equipment to provide the necessary technical facilities for utilizing the full sound values of the new recording which gives "dimensional" effect, will be available for theatres generally when the improved sound tracks come into use at the Hollywood studios. The necessary reproducing equipment is, as outlined in the article on this page, more a complement to the apparatus now commonly in use at theatres rather than anything new or different.

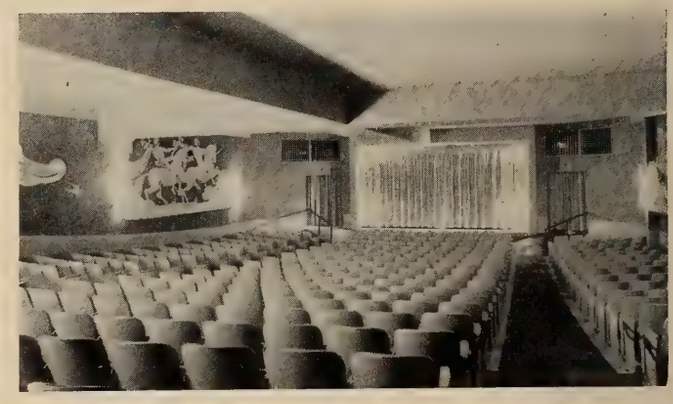
Leading manufacturers of sound equipment are working on the new development and it is known that the necessary steps to supply demand not alone for equipment but the exact servicing of the new sound have been taken. International Projector Corp. is ready with the equipment and the technic for adapting Simplex 4-Star systems now installed and to supply new installations completely equipped for the new sound. RCA announced some time ago its new "Panoramic Sound." Both of these companies await only the establishment of film standards by the Academy of Motion Picture Arts and Sciences, which action must precede general release of the new equipment. Thus, theatremen will face no serious problems in adapting their equipment to take advantage of the finer quality of sound.

Many industry observers feel that while the greatest care must be taken to reach standards that will work out best for the industry as a whole, and particularly the adoption of methods which will permit showing the pictures with the new recording on existing as well as improved equipment, there is good reason to have the industry take advantage of the advances made in sound technic as quickly as possible. The general public is becoming accustomed to greatly improved sound from radio receivers, and this condition is expected to widen appreciably during 1941, because radio engineers and sales heads are predicting a greatly accelerated sale of FM receivers and extension of the new type of broadcasting known as "staticless" and generally hailed as a decided improvement in broadcast reception. Also, radio receivers equipped with dual loudspeakers in models selling in the popular-price range may be expected to make the public more critical of sound quality—a field in which the pictures consistently have proved superior to radio in both speech and music.

1941 Design to Advance Recent Trend

New Materials and Modern Treatment Prime Factors in Producing Class Theatres at Moderate Cost—Showmen Rate Credit for Notable Design Contributions







Showmen made notable contributions to theatre design during the past year. Examples are, above, the dual-auditorium scheme invented by James Edwards, Jr., for his Alhambra Theatre, Alhambra, Calif., and, below, the spectacular "black light" installation by E. C. Loomis, State Theatre, Elk Rapids, Mich. Both are the result of experience and practical showmanship requirements.

THEATREMEN as well as architects specializing in theatre design appear generally agreed that new picture theatres to be built during the coming year will follow trends of design and construction which have been developing at a rapid rate during the past several years, but which reached notable heights in many outstanding projects completed during 1940.

The past year saw particular emphasis upon the smaller capacity theatre, finely constructed and offering the greatest facilities for display as well as good presentation and patron comfort. In this respect the smaller situations have been marching at a rate more rapid than the bigger de luxe theatres for downtown centers — which reached a peak of magnificence, capacity and show values several years ago, and as a class have been (due to the changes brought about by talking pictures) more or less static for some time.

The let-down in theatre construction over the long period of depression, on the other hand, has made the smaller situation a fertile field for the new buildings, the remodeling and rehabilitation work which has spurred theatremen, architects and equipment manufacturers to new energy and inventiveness. Similarly, the demand for good structures, well equipped to serve more or less limited patronage, has resulted in the production of materials for construction which bring down material as well as labor costs in theatre building.

According to present indications there will be a greatly accelerated market for new building and remodeling during 1941. And according to the views of well informed observers these buildings will advance the general scheme of a design, rather than bring any radical change from it, which has been used with such success in many of the theatres built during 1940. A great number of these theatres have been through the test of actual operation long enough to prove their practicality. In view of which, there is no fundamental need for radical change. The indications are that equipment, even new developments in sound, go along lines which are so well suited to the smaller as well as the larger theatre which ranks among the better house of today, that design will not be affected by anything looming on the horizon of technical advance. Undoubtedly, the new type of sound, brought to a spectacular perfection in the Disney picture, "Fantasia," will become widespread in its use in theatres everywhere. An article dealing with the latest development in this field appears elsewhere in this issue, and the point is clear that the recording which Hollywood will standardize is certain to cause no chaos in the exhibition field.

The most spectacular theatre advances this past year, as it has been in many years during the past, is that which has come from developments in lighting. The fluorescent lighting which architects and theatremen have employed so skilfully, has been a big factor in dressing up older theatres as well as giving new design a wholly modern note. The "black light" also has been used to advantage in the theatre. Several notable applications of the "black light" have marked outstanding theatres completed in 1939. Most of the installations have been rather elaborate, involving a great amount of special decorative scheme and painting, such as at the Tower Theatre, Fresno, Calif. — one of the more showmanly and interesting theatres of the year. "Black light" as a tool of the showman working on a more modest budget received its most ingenious application, many observers claim, in the installation at the State Theatre, Elk Rapids, Mich. We republish a picture of this remarkably effective use of "black light" on this page. The installation was made under the direct supervision of E. C. Loomis, owner of the theatre and a showman of long experience. Loomis carried on his own experiments with the fluorescent paints and lamps and after following plans used and recommended by others found a more practical way to accomplish a result that has made his theatre very widely known. His modernistic ceiling design is activated by lamps he designed himself.

And while on the subject of the theatreman's own contribution to design, we find here the most suitable place to refer to the unique arrangement worked out by James Edwards, Jr., progressive showman who heads a growing circuit in California. Edwards and his associates introduced the first "single-bill double-bill" theatre this or any country has seen. The idea created a stir of comment in the industry. Edwards made his theatre to serve both the pros and the cons of double bills by the utterly sim-

(*Continued on Page* 31)

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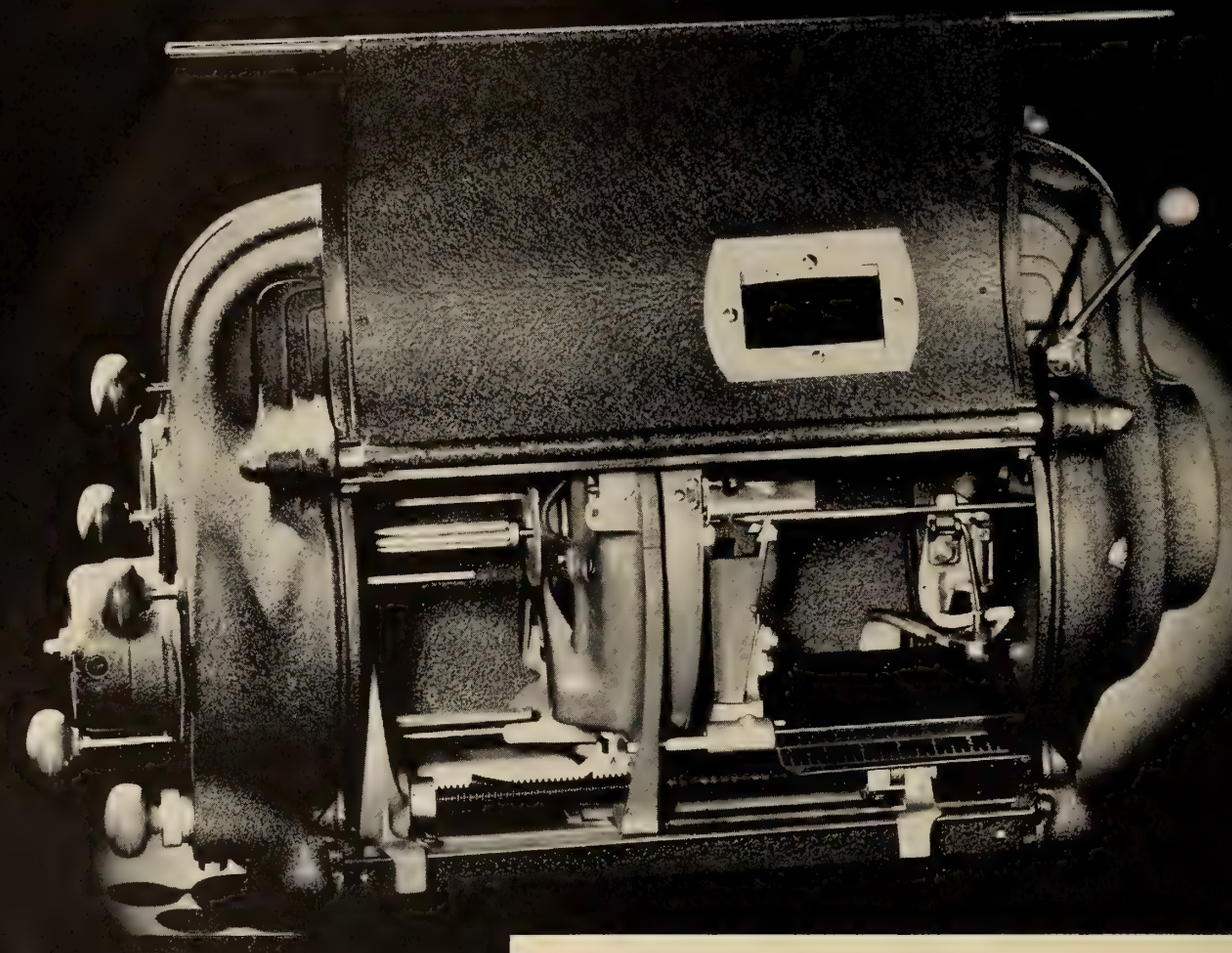
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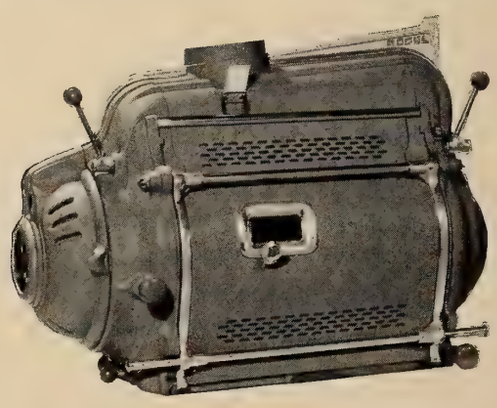
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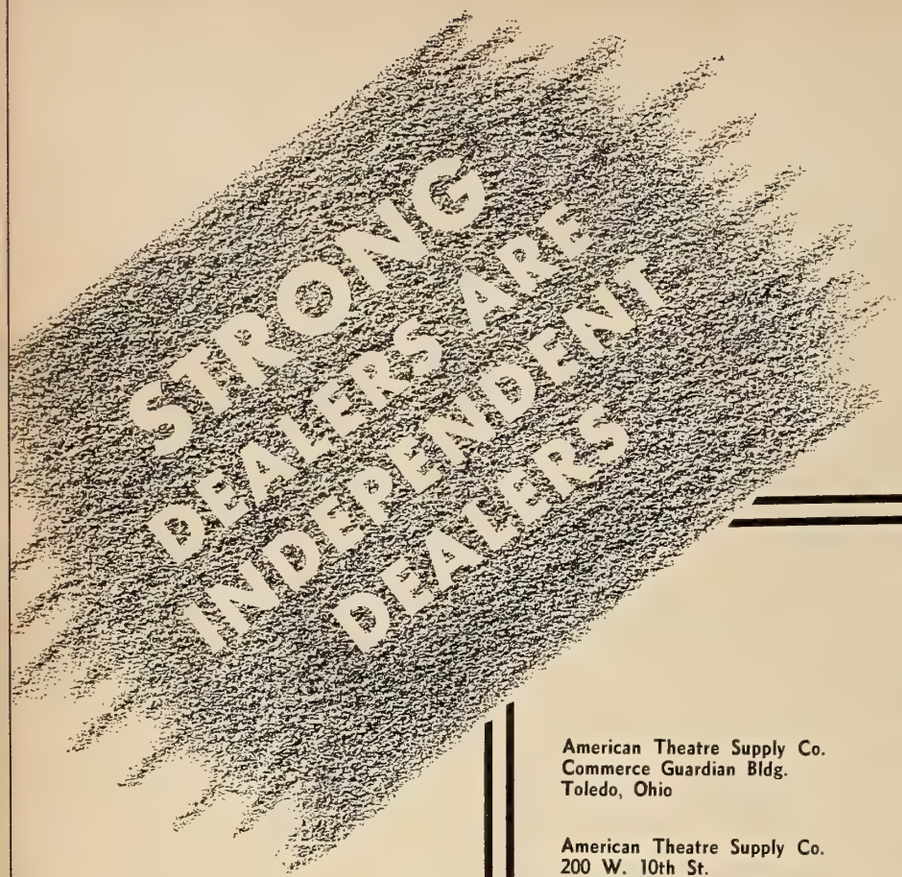
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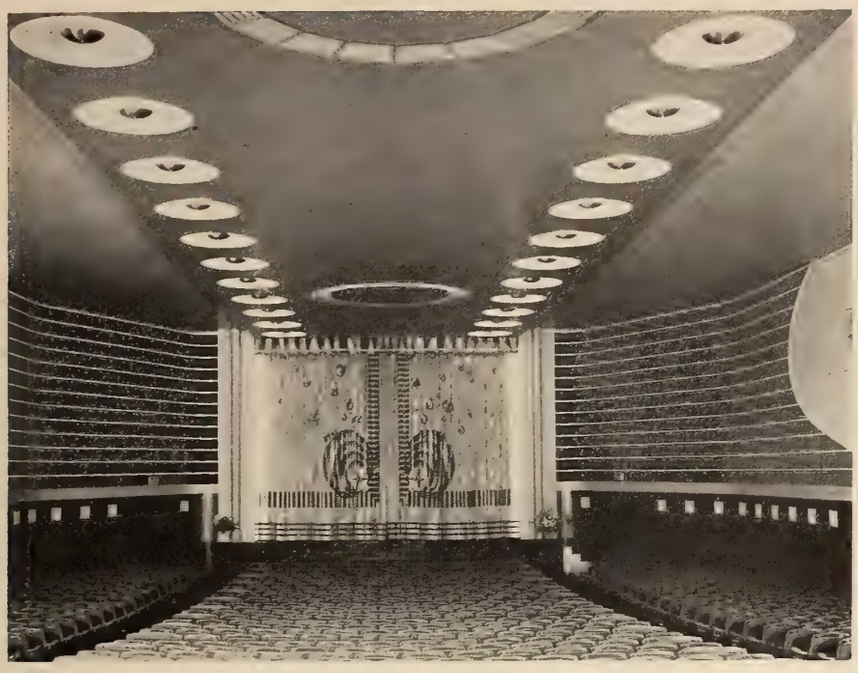
The competent, dependable Independent Theatre Supply Dealers, located in principal cities throughout America will cooperate with you in solving any projection problem. Demonstrations of Strong equipment can be arranged in your own theatre without obligating you. Write or call on the dealer nearest you.

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Fine Theatres Built on a Moderate Budget

The 1941 trend can do no better than follow fine examples such as the three theatres illustrated on this page and built during 1940. All three are the work of the F & Y Building Service. Upper left, auditorium of Louis Weithe's Westwood Theatre, Westwood, Ohio. Center, the auditorium of the Linden Theatre, located in a residential section of Hamilton, Ohio, and owned by Miles Vance. Bottom, view of the auditorium of the Avalon Theatre, Cleves, Ohio. Cost of building the Avalon was $27,000, which figure does not include cost of equipment.

(*Continued from Page 26*)

ple device of building an auditorium adjoining the theatre he was operating in Alhambra, Calif. The second auditorium is serviced from the same entrance and foyer as the other. Patrons pay their admission and walk in. The same program is run in both auditoriums, but the program alternates, so those who wish to see only one feature may go into the auditorium which is showing, or soon is to show the picture of their choice. On the other hand those who want to see the entire double bill can enter either auditorium and get their fill of film entertainment.

Among the notable theatres in all classifications which opened during 1931 are many examples of high show value, durability of construction and modern convenience for patrons. As examples we might consider such theatres as these: Wilmer and Vincent's Penn Theatre in West Reading, Pa. The house was designed by Thomas W. Lamb. It has a seating capacity of 800. It is fully acoustically treated, has a handsome lobby of panelled wood, a very simple but thoroughly modern exterior. Its cost was approximately $100,000.

Palatial Community Theatres

The Randforce Circuit added an excellent showhouse to its chain and gave the Red Hook section in Brooklyn, N. Y., a theatre of exceptional appeal with the opening of the Clinton. This theatre was designed by William I. Hohauser, architect who has built many outstanding theatres. The spacious foyer, the luxurious appointments and the ideally designed auditorium—it is orchestra and balcony plan—make the Clinton one of the most attractive of the theatres of recent type.

In the field of remodeling, the year produced many patterns that will be followed during 1941. For rapid accomplishment of an almost complete rebuilding job, the Senate Theatre in Springfield, Ill., is memorable. The Kerasotes Theatres circuit owns and operates the Senate. The remodeling plan was designed by Carl T. Meyer, architect, of Springfield. The entire renovation job was completed in 18 working days—a factor of prime importance to the showman who must hold the patronage build up over a period of years for a certain theatre. The cost of the renovation, which made an entirely new playhouse out of the old Senate, was $30,127.40. In the same class as the Senate remodeling operation, is that which was done at the Empire Theatre, Syracuse, by Architect Michael J. DeAngelis, and referred to elsewhere in connection with photographic reproductions.

The Hawaii Theatre in Los Angeles, a very colorful example, shows the Hollywood influence as well as the Hollywood flair for producing glamorous effects. It is an "atmospheric"

theatre. In the auditorium there is a complete absence of wall or ceiling lighting fixtures. All general lighting is controlled from a battery of various colored lamps mounted above a runway in the center of the ceiling. This runway travels the full length of the auditorium ceiling. Sidewalls are decorated in colorful Hawaiian scenes, each wall having a continuous mural depicting the life and scenery of Hawaii. The proscenium arch columns "melt" into this decorative treatment, and give a continuity of vision focussing onto the stage opening. The foyer is also spectacular. It is a span of 90 feet flanked by two stairways leading to a mezzanine of equal size. Ceiling treatment in the foyer is an adaptation of the same idea as employed in the auditorium, but instead of a continuous "runway" with cloud effects, the foyer ceiling has the effect of cloud banks at different levels, and concealing the light sources. The Hawaii is said to have cost $250,000. It has a capacity of 1100 seats.

Proving Practicality of Design

One of the many theatres built by Warner Brothers Circuit during the year serves to show the type of house which is proving most practical for the circuit as well as the individual operator. The Rialto, Pleasantville, N. J., may be accepted as representative of this fact. The Rialto was designed by David Supowitz, architect of Philadelphia. It has a capacity of over 900 seats, is in the modern, simple style.

The whole trend of "more for your money" has resulted in great improvement of theatres everywhere. At no time in the past have the pictures from Hollywood had as many "outlets" of high calibre as at the present. The outstanding showhouses of the large cities have maintained their superiority by intelligent management which has added improved equipment as fast as the improvements warranted. But for the smaller situations, the advances have been spectacular, and in many communities where potential "draw" is limited as to population and incomes, Hollywood can find today fine, well-built, splendidly equipped theatres where its product reaches the public under conditions that enhance the motion picture as an art and an entertainment.

In the equipment field, the specialized apparatus necessary to the theatre has followed the trend insofar as manufacturers have made great advances in perfection of equipment for the smaller type of house. Especially in projection equipment is this so. The year 1940 saw introduction of an advanced type of projection lamp—the DC Intermediate Lamp. A great number of these lamps were installed in older theatres, thus giving the more moderate-sized houses a type of screen illumination and picture clarity which formerly had been the mark, not exclusively but quite generally, of the big downtown theatre.

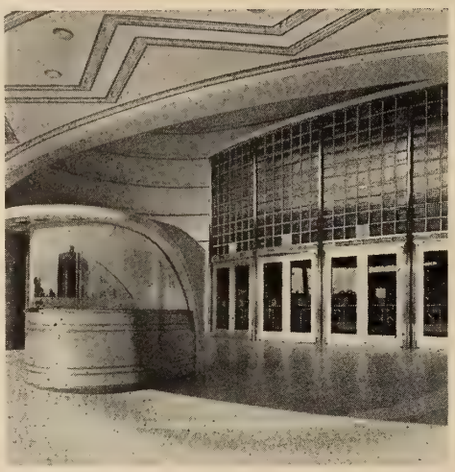
Improved Projection Equipment

Leading the way in this development was the Strong Electric Corporation, which introduced the Strong Utility High Lamp, which operates on direct current and gives a greatly improved light source. Added to this new boon to better projection was the Simplex High Intensity Lamp, marketed by National Theatre Supply Company. The Simplex "19000 Series" is also a low cost, high intensity DC lamp, designed especially for theatres of seating capacities up to 800.

In seating also, the equipment manufacturers have served well the demands for lower costs and improved product. The leading manufac-

(*Continued on Page* 34)

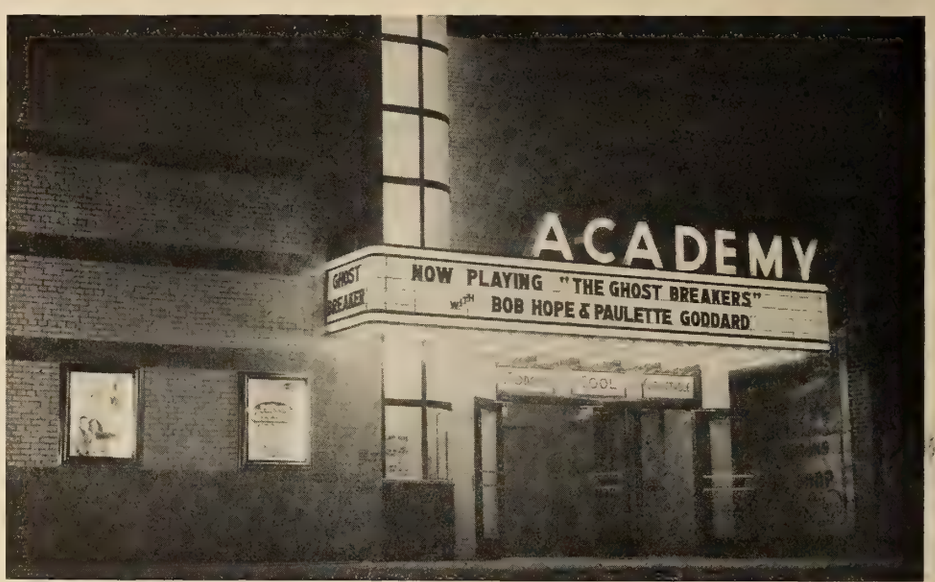
The Streamline Influence on Design





The Academy Theatre, Inglewood, Calif., is a novel example of architectural originality. It suggests some of the features which proved so spectacular at the world's fairs in New York and San Francisco.

Showmanship at the Small Theatre



The type of theatre that is in the spotlight is the moderate-sized, low-cost house such as was built by Cohen and Kutisker at Liberty, N. Y. The Academy, above, was designed by Ben Schlanger.

Renewal After 10 Years of Service





Above are pictures of the lobby and foyer of the Paramount, Burlington, N. C., after its renovation.

A ten-year old theatre, the Paramount was redesigned by Erle G. Stillwell, Atlanta architect.



This largely depends upon your equipment, and particularly your projection equipment, for after all, it is the picture on your screen which you are merchandising.

One of the most radical changes in years occurred with the introduction of the 19,000 Series.



Simplex HIGH

INTERMEDIATE CAPACITY

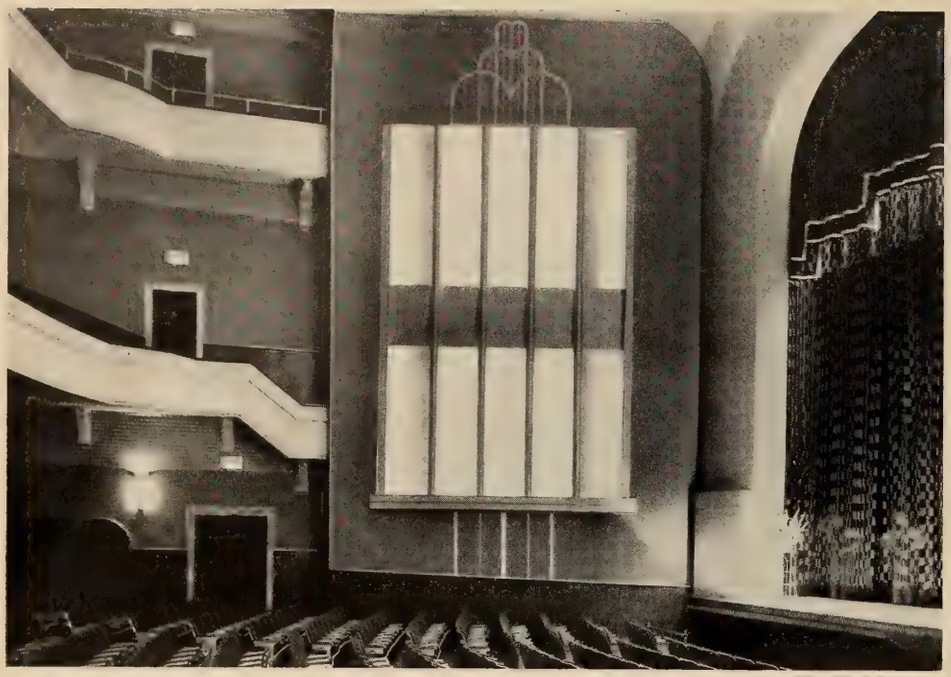
PROJECTION ARC LAMP HOUSE

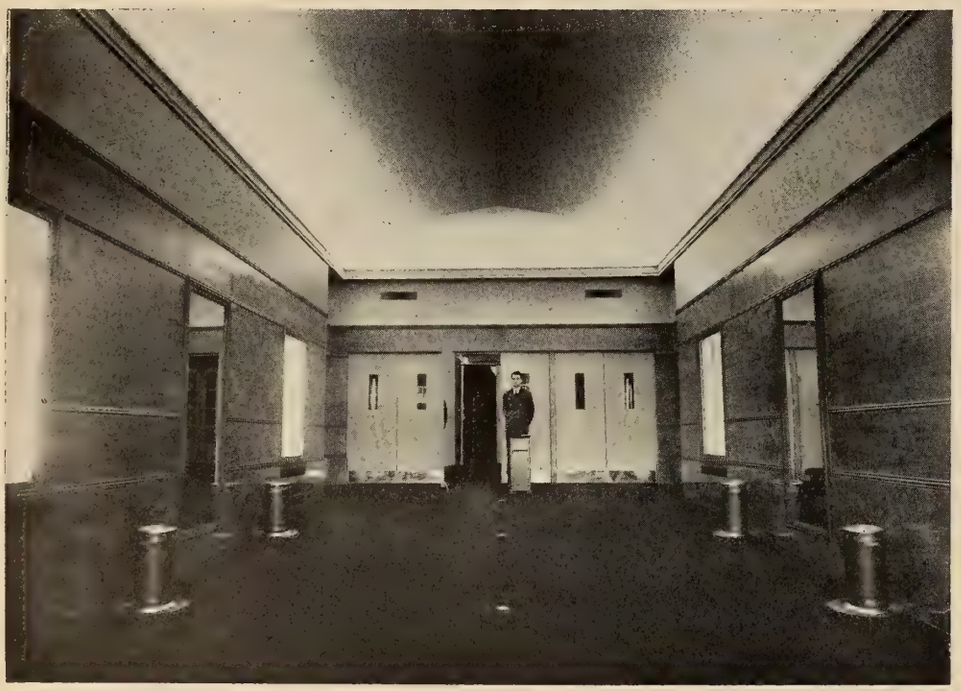
and associated rectifier equipment. It marked the passing of low intensity projection and the advent of deluxe projection in those medium sized houses which heretofore had been deprived by prohibitive operating costs of brilliantly projected pictures and correct color rendition.

The Simplex High is a low cost arc designed especially for theatres of up to 800 seats and using screens as large as 18 feet in width. It projects twice as much light as the low intensity, a snow-white light, characteristic of the high intensity arc, which is so necessary to the projection of colored pictures. Yet the over-all operating costs are only slightly higher because this arc operates at only 27 volts as compared to 55 in the low intensity, and each 14-inch 7 m.m. suprex positive carbon burns for at least two hours.

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"There's a Branch Near You"





New Theatres for Old Via Remodeling Plan

Rejuvenation has played an important part in improvement of the theatre situation generally. It is expected to exercise an equally important role during 1941. On this page are views of theatres which were old and outmoded until remodeling operations turned them into fine examples of modern playhouses. Upper photo shows the auditorium of the Empire Theatre, Syracuse, as it is now. Center, the lobby of the RKO 81st Street Theatre, New York City. RKO remodeled several units of the chain, employing the treatment used at the 81st Street for many of the lobbies. Below are two views of the Tower Theatre, Camden, N. J. The Tower was a landmark, an old theatre of the old style. Now it is entirely modern.

(*Continued from Page 32*)

turers brought forth models which give every advantage of the most luxurious "custom" jobs of former years at prices the theatre operating on a modest budget can afford. American Seating Company, long a leader in theatre chair design, for example, introduced the Avion model, in the lower cost range. The finer grade of chairs at lower costs available from all the leading chair companies had its effect in giving more emphasis to this matter of "sitting comfort." One of the most tangible signs of this is the fact that more space between rows is being noted in most of the new theatres and in practically all of the remodeling operations of recent times. It seems that once the showman sees the new seats he can buy at his price the more convinced he becomes that it is all wrong —as it most certainly is—to cram too many rows into the auditorium. If the better chairs have had this effect, the manufacturers have reason to be doubly proud of their accomplishments.

The relatively few theatres cited here are among many exceptional ones recently built. These are well worth study by theatremen. One of the most intelligent investments a theatreman can make is that of the carfare and time necessary to travel to the nearest point where a theatre built in the modern style is in operation. There he can observe, in action, the implements with which the showman, no matter what or where his location, can build up his business and gear it to times which, according to all predictions, are going to be very prosperous for the theatre which has what the public demands today.





If Theatre Wants Brightest Lights Keep Them Bright Says Court in Effect; Responsibility Rests on Theatre Owner for Maintaining Order in Large Crowds; Other Unusual Cases Affecting Theatres Decided by High Courts.

Courting the Law

By Herman N. Rabinowitz, LL.B.
Member of the New York Bar

A THEATRE must exert special care in the handling of large crowds and is responsible for injuries which may be caused by large numbers of people gathered in theatre lobbies, according to a decision of the Court of Appeals of Ohio. The case arose through injuries sustained by the plaintiff (a woman) while waiting to gain admittance to the Amus-U Theatre, Struthers, O.

She was compelled to wait in the lobby after purchasing her ticket to allow patrons of the preceding show to leave. The incoming crowd was detained by a rope hooked to stanchions. As patrons left the theatre, an usher removed the rope and the crowd in back surged forward and the plaintiff was thrown against the seats and sustained injuries.

It was the contention of the plaintiff that the defendant was negligent in permitting a crowd of people to enter the foyer and in failing to protect the plaintiff when the rope was moved to permit patrons to enter; and that the defendant failed to keep proper supervision over the patrons and prevent them from crowding, shoving and injuring the plaintiff.

The Appeal Court, in affirming judgment of the plaintiff stated the proprietor of a theatre has the duty to use reasonable diligence to protect patrons from being injured by a crowd gathered in the theatre. "One who invites persons upon his premises must properly protect those accepting the invitation. In this day and age, when managers and proprietors of places of amusement and other places, invite the public and thereby cause great crowds of people to be amassed together, it would be violative of the common rules of humanity to say that no duty is imposed upon those proprietors and managers, who, for their profit, bring crowds together, to exercise ordinary care to protect and guard these people from the 'crowds spirit,' which always prevails."

Hidden Seat Defect

If someone is injured when he sits in one of your seats, you are responsible unless you can prove that the seat had a latent defect. And the only way you can prove that is to bring the defective part to court. So stated a recent decision by the court of Appeal of Louisiana, which affirmed a judgment in favor of Mrs. John T. Brady against the operator of the Avenue Theatre in New Orleans.

The complaint alleged that Mrs. Brady sustained personal injuries while a patron of the Avenue Theatre, when the chair or seat in which she attempted to seat herself "broke, collapsed and fell instantly" with the result that she was wedged between the arms of the broken chair and the chair directly in front of her in such a manner that she could not extricate herself without assistance. Mrs. Brady alleged that the defendant was negligent in not knowing that the chair was defective and permitting its use, and that it had failed to properly inspect the seats.

The defendant corporation stated that no such injury had occurred previously and that it had inspected the seats; that such inspection had not disclosed any defects; and that if there was any defect in the seat, it was a latent or hidden one for which they were not responsible.

The Court stated that if it can be shown that an accident has resulted from some latent or hidden defect, which a proper inspection would not have disclosed, such proof will relieve the theatre operator of liability. It further held "We deem it to be well settled as a matter of law, that, though the operator of a theatre is not the insurer of the safety of its patrons, nevertheless, where injuries are sustained as the result of causes of which the injured person could not be expected to have knowledge or information, the burden of explaining such causes and of exculpating itself from fault rests upon the said theatre operator." The best evidence to show that the theatre operator was not careless in its inspection of the seat, was the lug upon which the seat was lowered into position, since it would have entirely freed operator from liability if the lug showed that the break resulted from a latent defect.

It was finally held that as the defendant corporation had failed to produce the lug in court, it had failed in its burden of proof, and accordingly judgment was affirmed for the plaintiff.

Keep Brightest Lights

If you want to have the brightest lights, keep them modern. That about sums up the verdict of the Supreme Court of Massachusetts, which recently dismissed an action brought by the B. F. Keith Corp. for its Keith-Boston Theatre against Bond Stores, Inc., and the owners of the building on the ground that the "quiet and enjoyment" convenant in the lease had been violated.

The theatre's lease provided that the lessee could erect, maintain and replace vertical signs and lighting effects upon the exterior of the building, similar to those now erected on the Palace Theatre in New York. The owner covenanted that they would not place or suffer to be placed on the building any sign or other projection which would interfere with the view of the projecting signs provided for in the lease.

The theatre signs were made in 1926. Some time later Bond Stores leased additional space in the building. The latter's lease gave it the right to maintain signs provided they did not conflict with those of the theatre.

Bond Stores erected signs and according to testimony at the trial, it was found that they did outshine the outmoded signs of the theatre.

The Court decided that the plaintiff's lease was not violated by the use of the new signs. "They attract more attention and make more impression than those of the plaintiff. In no other sense do the signs of Bond Stores, Inc., interfere with the view of the signs of the plaintiff. The signs of the plaintiff remain perfectly legible and the view of them is not obstructed by the signs of Bond Stores, Inc. The effect of the signs of Bond Stores in distracting attention from those of the plaintiff is a temporary or passing one."

The Appeal Court, in affirming the dismissal of the plaintiff's bill stated that there was no breach in the covenant of quiet enjoyment.

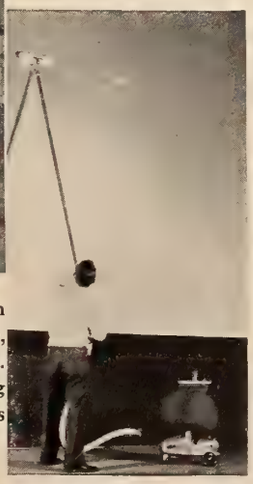
Slipped on Stairway

While a theatre is responsible for negligence in allowing conditions to exist which may cause patrons to slip and fall, in a recent case in Chicago the RKO Palace Theatre was found to be not negligent when a patron slipped on a cigarette package on a stairway. The Court found that evidence was insufficient to show that the defendant could or should, by the exercise of ordinary care, have known of its presence so as to impose liability upon the theatre.

Mary Thorne, a patron of the RKO Palace, sustained injuries in a fall while descending the balcony stairway as a result of slipping on an empty cigarette package on the stairs. A judgment in her favor, awarded by the Superior Court, Cook County, Ill., was reversed by the Appellate Court in Illinois, First District, Second Division.



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The Bulletin Board

New Theatre Construction

Union, W. Va.—Construction work has been started on the new Union Theatre building.

The two-story structure, being built by Dr. B. B. Caldwell and Bill Lewis to replace one which was destroyed by fire several months ago, is to be built of cinder-block and brick at an approximate cost of $15,000.

When completed, the building will house a moving picture theatre on the main floor and apartments and storage rooms upstairs. Completion is expected within four months.

Ottumwa, Ia.—General contract for construction of the new Church St. movie theatre by the Ottumwa Theater Corp. went to the Kucharo Construction Co., of Des Moines; the electrical contract to the Weitz Co., of Des Moines; and decorating to Marshall Field & Co., of Chicago, Ill. The plumbing contract has not been awarded.

Work on the $45,000 project will be completed about Mar. 1.

Officials of the company also reported plans for remodeling the two large theatres here, the Ottumwa and the Capitol.

Terryville, Conn.—A new theatre will soon open in Bristol, in Red Men's Hall, recently purchased by Miss Anna Flynn of 154 Laurel Street, Bristol, employed as cashier in the office of the Mayfair Theatre, Terryville.

Durham, N. C.—Plans have been drafted for a woodland theatre which will be located in one of Durham's parks, and local achitects have promised their completion within the next month, according to C. R. Wood, director of the Durham Recreation Department.

Bardstown, Ky.—A new theatre building will go up in Bardstown during the coming year if plans of C. D. Arnold and Pope Sisco, managers of the Crystal Theatre, materialize.

Wilkes-Barre, Pa.—Wilkes-Barre is to have a new community theatre. It is to be erected by the Comerford Publix Corporation.

The theatre corporation, which operates a chain of many theatres in northeastern Pennsylvania, for some time has owned the large plot of land at the particular location, which comprises six building lots. It was purchased some time back with a view of erecting a community theatre in this residential section of the city when the opportune time arrived.

Detroit—Ground has been broken for a new theatre and store building to occupy the entire block on the north side of Oakwood Blvd. between Allen Road and Ruth. The exterior which will be finished in metalized concrete in simple modern design with a tower 75 feet high and marquise, both featuring an impressive lighting scheme. The interior decorations of the theatre will be lighted by a novel black light. Seating capacity will be 1,500. Louis Schlussell is owner, Wright & Rogvoy, architects, and Harrman Construction Co., builder.

Portsmouth, Va.—Work has been started by J. Lawrence Smith, general contractor, on a building which will be remodeled in part into a modern motion picture theatre for colored patronage.

The work is being done for the Lichtman Theatre interests who operate the Capitol Theatre here in addition to twenty-three other theatres for colored in Virginia, District of Columbia and North Carolina.

Youngstown, O.—The Warner Brothers will erect a new neighborhood theatre on the North Side, at a cost of over $100,000.

Nat Wolf, of Cleveland, division manager of Warner Brothers Ohio zone announced that the company had purchased property now occupied by two apartment buildings owned by D. M. Robins of the Warner Theatre. One of the buildings was built by Harry M. Warner, whose family lived there for many years.

The theatre will have over 1,000 seats of the lounge type, modernistic decorations, latest type sound equipment, rest rooms and air conditioning machinery.

Galesburg, Ill.—Weldon Allen, who owns and has operated the Gala Theatre of this city for the last five years, announced today that he has started construction on his new 400 seat modern deluxe theatre.

Gary, Ind.—James and Peter Bikos of the Roxy Theatre at 3764 Broadway, are planning a new theatre and six stores costing about $300,000 at the corner of 39th Street and Broadway. The theatre would seat 1,500 people.

Brownsville, Tex.—The largest theatre, store, and office building in the lower Rio Grande Valley since the depression is in prospect for this city with announcement that the Karl Hoblitzelle Interstate Amusement Company of Dallas plans a $350,000 structure here.

McKenzie, Tenn.—Construction of a new moving picture theatre, largest and most modernly equipped in any West Tennessee town of McKenzie's size, began here Jan. 1, according to Kermit C. Stengel, president of the Rockwood Amusement Company of Nashville.

Ocala, Fla.—Plans for the erection of a new motion picture theatre here by the E. J. Sparks interests, were announced by C. T. Chapin, manager of the Ritz Theatre, a Sparks property.

Specifications for the theatre, to be named The Marion, are being drawn by Roy A. Benjamin, Jacksonville architect, and construction will begin immediately after contracts are let.

The theatre will have a seating capacity of 1,000 persons. The latest in sound equipment will be used and a cooling plant will be installed to keep the air conditioned at all times.

Buffalo, N. Y.—A motion picture theatre costing $100,000 will be built in Main Street just north of the City Line, Richard Guelich of Guelich & Boebel, real estate brokers, announce. Plans are being prepared by G. Morton Wolfe, 1377 Main Street. Work will get under way about February 1st and be completed within four months.

Memphis, Tenn.—The city has authorized the first steps toward construction of what will be Memphis' largest negro theatre, a

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$75,000 structure to be built at 332 Beale St.

Replacing an old theatre on that site, the Grand, it will contain 1,100 seats in main floor and balcony. Work of demolishing the present structure has started, and the new theatre is expected to be completed March 15.

Owners of the project are Zerilla & Maceri, Memphis theatre firm.

Newton, Ia.—Remodeling of the Robert M. Johnson building here is underway. Formerly housing a sandwich shop, the building will be used as a theatre in connection with the adjoining Iowa theatre operated by Johnson. Work is to be completed in February.

Detroit—The Michigan News Reel Company will erect a Telenews Newsreel Theatre at 1540 Woodward Ave. The company recently purchased the site for this purpose. Plans are being drawn by Cyril Edward Schley, prominent Detroit theatre architect, and construction is expected to begin this month.

Sheffield, Ala.—Plans for the new Sheffield theatre, announced recently and expected to cost about $75,000, have been received by Muscle Shoals Theatres, Inc., it has been announced by Stanley Rosenbaum.

El Paso, Tex.—Theatre construction and improvement plans entailing a total expenditure of approximately $57,000 were announced by C. C. Dues and W. H. M. Watson of the El Paso Amusement Company.

A new theatre, the Mission, is to be built at 3031 Alameda Avenue at a cost of $45,000. The house will be modern in every particular, including the latest type air cooling system. It will have a seating capacity of 650. The fire-proof building, along Spanish-mission architectural lines, was designed by O. H. Thorman, architect.

McMinnville, Ore.—Boyce F. Fenton of Portland proposes to build a three-story theatre and store building. Architect Richard Sundeleaf of Portland is preparing plans for a reinforced concrete and brick building, 140 by 60 feet.

Spartanburg, S. C.—Contract for the construction of the Palmetto theatre, East Main-North Liberty Streets intersection, and the fourth local unit of the Palmetto Amusement Company, was awarded yesterday to J. R. Holcombe, Columbia.

Work is to begin immediately with completion and the formal opening scheduled next April 30.

Brownwood, Tex.—A contract to construct a $40,000 theatre here has been awarded the George P. O'Rourke Constructing Company of Houston. The theatre will seat about 800 persons. It will be built for the Texas Consolidated Theatres, a branch of Interstate Theatres.

Wilkes-Barre, Penna.—Ground has been broken for construction of a new theatre on the north-western side of Carey Avenue by the Comerford Publix Corporation.

Martinsville, Va.—Ground has been broken on Martinsville's fifth movie theatre for its owner Dr. E. M. McDaniel. W. J. Puckett is in charge of construction. The new structure will be fireproof and contain air-conditioning facilities.

Shreveport, La.—Shreveport will have a new downtown theatre, it was learned when permit to remodel the building at 621-623 Texas Street, was issued by B. F. Ray, city building inspector.

The permit was issued to Prewitt & Cobb, New Orleans, for repairs to cost $15,000, and the building when completed, the permit stated, is to be occupied as a theatre.

Denver, Colo.—Bids on a 1,000-seat theatre and auditorium for Lowry Field were opened a few hours after the U. S. War Department issued orders expanding the field by six squadrons, totaling approximately 1,200 men.

Brown, Schrepterman & Co., Denver contractors, were low bidders on the theatre building, offering $58,847, Col. Carl H. Jabelonsky, constructing quartermaster, announced.

Renovations, Openings

Elmira, N. Y.—The Colonial Theatre has been closed and will be entirely rebuilt. Michael DeAngelis, New York theatre architect has designed an entirely new theatre which will utilize nothing of the present structure except the outer walls and the roof.

Benson, Ariz.—This town's newest theatre, built at a cost of $20,000 by Louis Long of Safford, Ariz., owner of a string of theatres in the state, opened last month.

Rhinebeck, N. Y.—The new Starr Theatre here opened on Christmas Day under the management of Philip Eisenberg.

Tampa, Fla.—Butler E. Gore, owner of the new State Theatre here, opened the house on Christmas Day.

Port Henry, N. Y.—The Kallett Theatre Circuit has leased the Empire Theatre here and will now proceed with plans to close the house and spend about $25,000 renovating the Star Theatre.

Reading, Penna.—The State Theatre will be completely remodeled by Wilmer & Vincent and Warner Bros., who jointly hold the lease. The cost of the improvements will be about $50,000.

Winchester, Ky.—The Town Hall, this city's newest theatre opened last month. S. D. Lee is president of the company which operates it and Charles W. Metcalf, son of U. S. District Attorney Metcalf is the manager.

Charleroi, Penna.—Workmen were busy most of last month renovating the Menlo Theatre here. It will reopen later this month under new management.

Fire Losses

Nappanee, Ind.—Fire caused considerable damage to the Fairy Theatre here recently. W. C. Kohlhorst, the owner, was unable to estimate the damage which was said to be considerable.

Salem, N. Y.—Fire of undetermined origin levelled the Star Theatre here last month following an explosion that blew three large plate glass windows into the street. The loss is estimated at $40,000.

Madera, Calif.—Fire starting in the theatre's air conditioning caused $150,000 damage to the Madera Theatre and adjacent buildings here recently. One man, a volunteer fireman, was killed in the blaze.

Tampa, Fla.—The Plaza Theatre, negro house here, was burned to the ground in a recent fire of undetermined origin. Richard and Alexander Scaglione, the owners, estimated the loss at $20,500.

Boston—The Beacon Theatre on Tremont Street suffered damage amounting to $7,500 recently. Fire, starting from a fireplace in the lounge consumed a partition and then spread to the executive offices.



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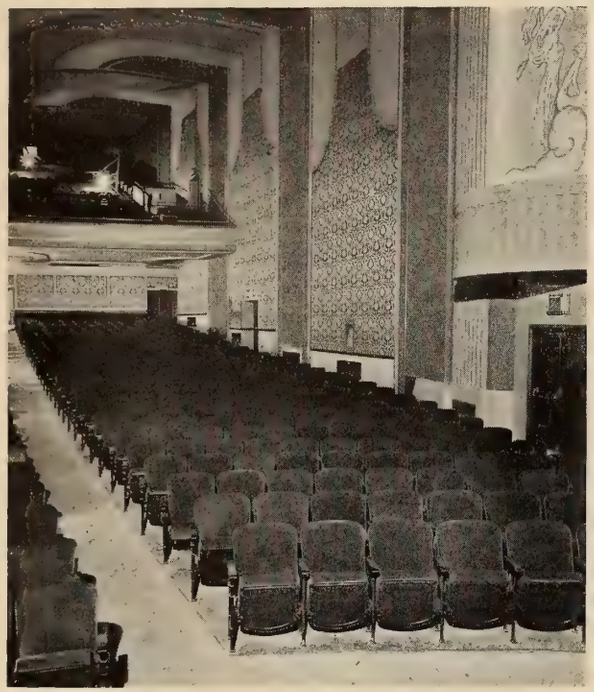
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Loew's American Opens in N. Y.

Fitting Fanfare Marks Dedication of New Bronx Theatre



The American has a seating capacity of 2,000, is said to have cost $2,000,000 to build and equip. At left is a view of the auditorium sidewall and portion of the balcony. Mural and cove decorations, a feature of the interior design, may be noted in upper right of photo. These murals, located above forward exits, are brilliantly illuminated. The American was designed by John Eberson, theatre architect. Its equipment conforms to the high standards maintained throughout the Loew's theatres. Both orchestra and balcony seats are a de luxe type of padded back model with full rubber seats, designed and manufactured by American Seating Company. Projection equipment, installed by National Theatre Supply Co., includes Type "C" Simplex Sound and Simplex E-7 Projectors.



Bronx Borough President James J. Lyons cuts the ribbon binding the cellophane-covered box office, as Charles C. Moskowitz, vice president of Loew's Inc., looks on. The ribbon cutting followed an impressive flag-raising ceremony, at which city officials, dignitaries of the church and socially prominent New Yorkers were present. The community the American serves is a large apartment development, and the theatre in its exterior design conforms to the general architectural scheme of the "city within a city."



Ceremonies marking the opening of the American were under the personal supervision of Oscar A. Doob, head of publicity for Loew's. At left is a news shot of the parade to the American, headed by Loew's Cadet Band and battalion of ushers. The dedication took place Thursday morning, Dec. 26th. A special evening show started at eight P.M., with a stage presentation in which many celebrities appeared.

Cahill Sees New Sound A Factor for Big Year

Generally improved conditions, exhibitor interest in maintaining high standards of presentation, and the development of improvements in sound reproduction, are factors pointing to a very favorable equipment business in 1941, Edward C. Cahill, RCA Photophone Division Manager, declared in a review of the company's progress issued last week.

Cahill revealed that RCA's 1940 business was "considerably ahead of 1939's high total." The RCA official said the year had been one of "unusual progress in the technical field. It has seen the introduction of RCA Fantasound and the development of RCA Panoramic Sound, to provide more realistic reproduction for theatres at a moderate cost, and utilizing all presently-installed equipment. Then there was the introduction of the new Magic Screen during the year and the low-cost reproducing system for small theatres (PG-134), and the new record player mechanism especially designed to operate with modern theatre sound systems.

"It is notable that during the latter half of 1940 an unusually large portion of RCA Photophone reproducer sales were to operators of new houses, either building or planned," he said. "The industry is continuing to expand its outlets in virtually every section of the country."

Snow Is Beautiful, But It Can Cause Considerable Damage

Now that snowstorms are beginning to appear at frequent intervals in most states, it is up to you to take every precaution to see that your theatre is able to "take" it.

Assign to yourself or to one of your assistants the duty of inspecting the building roof and that of the marquee. See that all debris which might prevent stopping of drains, and as a consequence, cause leaks, is removed.

When a snowstorm comes, check the marquee frequently to be sure it is not overloaded with the weight of the snow. Because tar paper and other roofing materials are easily damaged care should be taken in shovelling snow from the roof. Don't shovel right down to the roof; better leave an inch or two of snow, for this little amount won't do any damage.

Be sure that the person in charge of this work, if not yourself, can be depended upon to see that it is done in the proper manner.

Incidentally, managers of Warner Theatres in the Chicago territory are being advised to provide their ushers with whiskbrooms with which to brush the snow off patrons entering the theatre.

Since insurance companies claim that a patron falling over a mat is a preventable accident, the manager should see to it that slipping on mats is minimized as much as possible.

Two New Theatres for Montreal

Several new developments in acoustics, lighting, sight lines and projection will be incorporated in the two new theatres which are now in construction in Montreal, Canada. One of the theatres is located on Sherbrooke Street and will seat 1000 persons. The other house is being built on a site at St. Dennis Street. Architects for the projects are Eliasoph and Greenspoon of Montreal, with Ben Schlanger, theatre architect of New York, as consulting architect for both theatres.



Got a Face-Lift

The Strand Theatre, Rome, N. Y., looks like this since its remodeling operation. The Strand is one of two theatres in Rome operated by the Kallet chain. J. S. Kallet, managing director of the Rome theatres, supervised the renovation of the Strand, which now has modern decoration and luxury equipment, including streamlined chairs. Seat covering is of the L. C. Chase Redo fabric.

Theatre Air Conditioning Pioneer Honored by Engineering Society

Election of L. L. Lewis to the presidency of the American Society of Refrigerating Engineers at the organization's recent convention in New York, brings into the news a name which should be familiarly known in the motion picture theatre field. Lewis, who is vice-president in charge of Engineering of Carrier Corporation, revolutionized comfort air conditioning practice as previously applied to theatres, when he designed the system installed in Grauman's Metropolitan (now Paramount) Theatre in Los Angeles. It was the first system installed in a theatre using overhead air distribution—previous installations employing the mushroom ventilators under seats, which resulted in cold feet for the patrons.

Lewis, also, was among the first who envisaged air conditioning for comfort cooling as it is used today.

State, Radford, Va., to Undergo Complete Remodeling Operations

Complete remodeling operations to the State Theatre, Radford, Va., are scheduled to start soon. The State, owned and operated by Southwest Amusement Enterprises under the general management of J. D. Conklin, is to be enlarged under a plan which will increase seating capacity to 850. A balcony will accommodate 250 seats.

The rear wall of the theatre will be extended, making the inside length about 110 feet. The projection booth, which is at present located on the edge of the balcony, will be recessed into the front wall of the theatre, and the entire balcony re-designed.

Harding Takes Over Behrend Co.

Harding Supplies have taken over the stock and fixtures of Behrend Motion Picture Supply Co., New York equipment dealers. Mr. and Mrs. E. R. Behrend, recently retired after many years of conducting the business, will spend the winter in California.

Griffin Tells How Simplex Sound Was Designed for New System

The impending change in sound recording to provide for the latest development in reproduction came rather as an expected boon rather than a surprise to International Projector Corporation's engineers. How designers of the Simplex 4-Star Sound System provided for these expected improvements was told this week by Herbert Griffin, I. P. C. vice president.

"Now that the motion picture industry will have an opportunity to take advantage of the tremendous improvements in sound reproduction," said Mr. Griffin, "the International Projector Corporation looks back with pardonable pride to the consideration of the future requirements of exhibitors given by its engineering department when the Simplex 4-Star Sound System was being developed under the direction of George Friedl, Jr., Director of Engineering.

"At that time there was no definite indication that any major change might come about immediately, but it was obvious that the technique of sound recording and sound reproduction could not possibly remain static. Our engineers therefore were faced with the problem of canvassing every possibility of what might happen in the years ahead and to design equipment which could readily accommodate any of the several improvements which might be made.

"This foresight will soon begin to pay dividends to the thousands of exhibitors who have had faith in the Simplex organization's ability to engineer and produce the finest type of projection and sound reproducing equipment. Simplex 4-Star sound equipment was engineered from the very start so that it might be readily adapted to accommodate dual track stereophonic and push-pull recordings and any of the proposed forms of control track now receiving so much attention in the trade press. The International Projector Corporation's engineers have kept in close touch with the producing organizations in Hollywood and thus the Company is in a position to promptly release to its customers, both past and future, the additional equipment necessary to take advantage of the great improvements to be made in sound recordings in the near future.

Warns on Law Covering Jobs

While some men have already been called to the colors under the Selective Service Law and many have volunteered, the number is comparatively negligible compared to the huge quotas contemplated for the next few months. It follows that most theatres will be affected by this situation.

In order to prepare exhibitors to face the conditions when they arise, P. J. Wood, secretary of the ITO of Ohio, has included a number of suggestions in his latest bulletin.

It is advisable when hiring replacements for men called into service that they be clearly informed that their employment is temporary and subject to termination at any time and particularly when the man whom they replaced returns from service. An understanding to this effect should be put in writing and signed by the new employe at the time of his employment. The law requires that any employe called to service must be given his position back upon his return. Employes hired to replace selectees are not subject to these re-employment provisions.

Those Barred from Jobs

The Selective Service Act states that it is the sense and intent of Congress that employes replacing individuals called to military service should not employ members of the Communist Party or the German-American Bund. To conform to this principle, employers should require new employes to sign an affirmation to the effect that they are not nor have been members of either of these two organizations.

Payments made to employes called to military service which are for the purpose of supplying the difference between their wages in civil life and their military pay, are not "wages" in the purview of the Federal Government and are not subject to Social Security, Unemployment Insurance or other tax payments and they may be deducted on income tax statements as legitimate expense.

A suggested form for employes hired as replacements is given here:

FORM "A"

Place and Date.....

.....19....

The following is to be considered a part of my present and future applications for position or transfer to position in the employ of the

..... Company:

I have read the following Sections contained in the Selective Training and Service Act of 1940: "Sec. 8 (1). It is the expressed policy of the Congress that whenever a vacancy is caused in the employment rolls of any business or industry by reason of induction into the service of the United States of an employee pursuant to the provisions of this Act, such vacancy shall not be filled by any person who is a member of the Communist Party or the German-American Bund.

"Sec. 8 (h). In the case of any such person who, in order to perform such training and service, has left or leaves a position, other than a temporary position in the employ of any employer and (1) receives such certificate, (2) is still qualified to perform the duties of such position, and (3) makes application for reemployment within forty days after he is relieved from such training and service—

(B) if such position was in the employ of a private employer, such employer shall restore such person to such position or to a position of like seniority, status, and pay unless the employer's circumstances have so changed as to make it impossible or unreasonable to do so;"

I hereby represent that I am neither a member nor connected with the Communist Party or the German-American Bund. If at any time hereafter the above employer has reasonable cause to believe that I am either a member of or connected with either of these organizations, that shall be good cause of my discharge.

I understand that my employment and its continuance is subject to the provisions of the above Act.

.....

STR EQUIPMENT LITERATURE BUREAU

VACUUM CLEANERS: We've never heard anybody complain that a theatre, any theatre, was too clean—which goes to show how much is demanded of the theatre in respect to its state of cleanliness. That fact alone stresses sufficiently the need for proper cleaning methods and proper cleaning equipment. The surest way to efficiency in proper cleaning is, first: supply the janitorial staff with the right equipment; second, set up a regular routine to be followed faithfully. So far as the equipment is concerned, a good vacuum cleaner is an absolute essential. In order to get a new perspective on the subject of how much work can be eliminated, how much equipment can be made to last longer as a result of proper and frequent cleaning, theatremen would do well to obtain a copy of a very practical paper on the vacuum cleaner manufactured by National Super Service Company. The National machine has been particularly adapted to theatre uses. It is described and illustrated in a folder we shall be glad to send to theatremen requesting this important piece of trade literature.

POPCORN MACHINES: Some of the most successful theatres around the country add considerable money to their income by an enterprise that makes a hit with theatre-goers and swells receipts via popcorn machines in the lobby. Advance Manufacturing Company, which has supplied the machines in use at many of these theatres, now introduces a new line offering such features as "fool-proof" operation, colorful and attractive designs and which come completely assembled as cabinet units and one small counter model. A folder we can supply you will give you valuable information on an equipment that may make considerable extra money for you.

PROJECTION LAMPS: In its field, no organization has specialized with more outstanding results than the Strong Electric Company, manufacturer of projection lamps. The light source for projection is a vitally important factor in picture presentation and in showmanship itself; and no manager, much less no projectionist, should pass up the opportunity to gain all possible knowledge of projection lamps. There is no more practical and rapid way to inform yourself on that matter than by obtaining a booklet published by Strong. Send for yours now.

FOAM RUBBER CUSHIONS: The very newest, most improved from every standpoint of durability, comfort and cleanliness, is the foam rubber theatre seat cushioning. A degree of luxury seating that surpasses anything yet accomplished has been achieved by American Seating Company by a new construction of foam rubber over spring-arch cushioning. The new development is described in a folder that belongs in the file of well-run theatre organization. No theatre man is informed on the latest in seating equipment who is without knowledge of this new type of patron comfort, so we recommend you send in now for a copy of this folder.

RUBBER NOSING: Those twin enemies, expense and danger, have many favorite points of attack in the theatre, but nowhere more pronouncedly than at stair nosings of carpeted steps. The excessive wear precedes the danger cause by worn and torn carpet at the nosing, so it's little wonder that manufacturers have worked unceasingly to develop a remedy. One of the most effective is the rubber nosing which comes in a wide variety of colors (you can use a contrasting light color to make the stairs more visible) and is fixed to a lining material which makes for proper installation and a tight joint between carpet and the molded rubber. A booklet prepared by Greater New York Carpet House tells about this product and we know you will find it valuable.

SHOWMEN'S TRADE REVIEW maintains a complete library of literature pertaining to theatre equipment and the maintenance thereof. Theatremen are urged to use this service to keep well informed on new equipment, improved equipment and methods of maintaining the showhouse in an efficient and economical manner. There is absolutely no obligation involved in your request for the booklets described. Information on equipment not listed likewise may be requested and we will endeavor to obtain for all theatremen the desired material. In requesting literature, other information of this Bureau, please write name, name of theatre, and address plainly. Our only request is that the name of the theatre as well as street address appear on blanks or letters.

PROJECTOR MECHANISMS: Even the non-mechanical minded can get a very clear picture of the projector mechanism from this profusely illustrated story and description of just what a mechanism is and what makes it "tick." The book was published by International Projector Corp., and illustrates and describes the Simplex mechanism. If you want to familiarize yourself with mechanisms, freshen up your grasp of them, or be ready to make the right decision when some question comes up regarding repairs or replacements to your projectors, this booklet is just what the doctor ordered, for study and future reference.

"ON THE SPOT," is the title of a vitally important booklet issued by the L. C. Chase Co., for the purpose of telling you how to keep your furniture upholstery and drapes clean. The contents cover every conceivable type of stain that can mar the beauty and appearance of your coverings.

LOBBY MATS: Whether or not at the moment or for some time to come you need rubber mats for the lobby, it's a good idea to have a look at what the market affords in this line of necessity for the up-to-date theatre. O. W. Jackson & Co., long specializing in rubber mats for theatres—colorful and decorative as well as most useful—has prepared a folder which you should look over. It will give you ideas.

SAFETY LADDERS: There are ladders that have been designed especially for the purposes of theatres, and smart theatremen buy this kind as an investment in safety. The Dayton Safety Ladder Company issued an interesting folder illustrating the safety ladder and we suggest you get one, and see for yourself how much better off your staff would be were one of this type on hand to eliminate the frequently repeated risky job of changing marquee letters with an old style rickety ladder for the job.

UNIFORMS: Drill your staff all you like, pick the best looking boys or girls to do the ushering job in your theatre, and if they are not dressed in smartly designed and appropriate uniforms all your fine efforts are just so much waste of time. The uniform question is a live one at all times for showmen, and every showman's file should contain the latest literature concerning uniforms. We have just what you need in a booklet published by Russell Uniform Co., a foremost designer and manufacturer. It illustrates the types of uniforms for the different types of theatre.

METAL DISPLAY FRAMES: Any device that offers the desirable combination of affording added ticket-selling efforts and visual attractions to the exterior, lobby or lounges should command great interest of theatre owners. Such advantages blend in the proper type of display cases and frames—both for posters or such purely decorative objects as mirrors or pictures. A wealth of ideas will come from consideration of the appealing and economical metal frames available from the Colonial Sales Corporation. The company has prepared a folder which we heartily recommend you to obtain and look over—it will give you ideas.

RECTIFIERS (TUBE TYPE): Many claims are made for the economy of power conversion by means of the bulb or tube type rectifier. Forest Manufacturing Corp. has specialized in the development of this type of power converter and now offers units to serve intermediate high intensity, also. Suprex and Low Intensity arcs. A new booklet concerning this equipment will give you information about this type of rectifier, and you may have one for the asking.

MARQUEE SIGNS: Smarten up business as well as the front by having a marquee that's capable of blazing out a real selling message—that's the order of the day among the theatres that are doing business. The market is rich in material for putting a new face on the theatre and new punch into marquee selling. We have a book for you which tells all about the Wagner Sign Service's marquee signs, and it will pay you to get it, look it over carefully and keep it on file.

SCREEN SLIDES: You can't beat the screen for getting attention, and every showman has a valuable medium for building good will as well as business through screen announcements. Screen slides with special announcements of local interest or facts about your theatre can go a long way in helping you keep your patronage informed as well as interested in you. Radio Mat Slide Co. has a folder with some nifty suggestions concerning the value of screening announcements about local clubs, etc., and we know you will be glad to have this. We'll also send a sample slide with the folder.

TICKET MACHINES: One of the things so many showmen have told us they like about this department, is that it enables them to shop the entire market the easy-chair way. Well, have a look around at what's new in ticket machines. For instance, investigate the Timco Ticket Registers by sending for some folders telling about them—then go have a look at them when you're in the vicinity of the National Theatre Supply Branch in your territory.

WEIGHING MACHINES: There's profit in pounds, and many theatres are realizing nice extra coin which the patrons are glad to pay out for the sake of keeping track of their weight. Weighing machines have kept up with the times in all matters of appearance and eye-appeal, so they offer a point of interest and decoration, as well as utility, when placed in rest rooms of the theatre. You'll be interested in the folder made up by the Universal Scale Co., which tells all about new streamlined models.

STAGE DRAPES: Novelty Scenic Studios, veterans at the job of obtaining striking and colorful effects at small cost by clever arrangements in proscenium decoration, issued a booklet which discusses various styles of proscenium decoration. This booklet is certainly something you will find valuable.

LIGHTING EQUIPMENT: Kliegl Bros., long-time specialists in theatre lighting, have published a fine bulletin describing and illustrating numerous types of lighting equipment for various applications, including architectural, theatrical, photographic as well as common forms of lighting fixtures and specialties. This is a valuable bulletin for the showman's files and we recommend you obtain a copy.

DIRECTIONAL SIGNS: A new type of directional sign, very modern in design and effect, has an added advantage in that that look of luxury is accomplished inexpensively via a silhouette lettered sign that will direct patrons to the rest rooms, indicate the manager's office, etc. The various types of illuminated or unlighted signs are illustrated in a folder of the Peerless Products Co.

CARPET LINING: When you think of new carpets or re-laying older ones, think of the advantages in added wear, to say nothing of that much more luxurious effect of a resilient tread, a good carpet underlay, or lining, can give you. Much improvement has been made in materials for this purpose, and well in the forefront of manufacturers of the product is the Clinton Carpet Company, whose Ozite is so famous. We have a booklet you will find very informative on the subject of carpet lining, and will include with it to those requesting a copy, a sample of the new circle-tread Ozite—much worth looking over and testing for strength and "spring."

REQUEST FOR LITERATURE

Equipment Literature Bureau
Showmen's Trade Review,
1501 Broadway, New York City

1/4/41

I am interested in the equipment data mentioned in the Literature Bureau column. Send me booklets on the following subjects, immediately:

.....

..... **Name** .....
(PRINT NAME AND ADDRESS)

..... **Theatre** .....

..... **Address** .....

..... **City** .....

..... **State** .....

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE; b—BOX OFFICE SLANT.
Initial Before Release Indicates Audience Suitability: (F) Family. (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars		Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel		.....	....Reissued
Crooked Circle (C)	70	Zasu Pitts-Jimmy Gleason	(F)	9/15/40	....Reissued
Everything Is Rhythm (Mu)	60	Harry Roy & Band		7/22/39	....Not Rev.
Framed for Murder (D)		Wallace Ford-Fuzzy Knight		12/2/40	....In Prod.
Hell's Angels (D)	100	Lyon-Harlow-Hall		1/10/40	....Reissued
Hell's Crossroads (D)		Tom Keene-John Qualen	(A)	8/2/40	....Reissued
		(Former title "Our Daily Bread")			
Hell's House (D)	70	Bette Davis-Pat O'Brien		8/2/40	.....Reissued
Monster Walks (My-D)	60	Mischa Auer		7/6/40	.....Reissued
Murder at the Baskervilles		Arthur Wontner		10/15/40	...Not Rev.
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess		6/24/39	....Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak		.....	.....Reissued
Sky Devils (C-D)	88	Spencer Tracy		9/1/40	.....Reissued
Tumbleweeds (W)	86	William S. Hart		5/1/39	.....Reissued
U-67 (D)	60	Alan Hale-Claude Allister		8/1/39	.....Reissued
Vengeance of the Deep (D)	70	Lloyd Hughes	(F)	2/15/40	.....b3/2/40

COLUMBIA

Current 1939-40

Angels Over Broadway (D)	79	Doug. Fairbanks, Jr.-R. Hayworth	(A)	9/30/40	...b10/12/40
Babies for Sale (D)	64	Rochelle Hudson-Glenn Ford	(A)	5/16/40	....b5/18/40
Before I Hang (D)	63	Boris Karloff-Evelyn Keyes	(F)	9/17/40	...b10/12/40
Behind the Maginot Line (D)	82	Rex Harrison-Karen Verne	(F)	4/30/40	...b10/21/39
		(Reviewed as "Ten Days in Paris")			
Blazing Six Shooters (W)	61	Charles Starrett-Iris Meredith	(F)	4/4/40	.....b3/16/40
Blondie Has Servant Trouble (C)	69	Penny Singleton-Arthur Lake	(F)	7/25/40	....b7/27/40
Blondie on a Budget (C)	73	Penny Singleton-Arthur Lake	(F)	2/29/40	.....b3/2/40
Bullets for Rustlers (W)	58	Charles Starrett-Lorna Gray		3/5/40	...a11/25/39
Convicted Woman (D)	66	Hudson-Lane-Lang	(A)	1/31/40	.....b3/2/40
Doctor Takes a Wife (C)	88	Loretta Young-Ray Milland	(A)	4/25/40	....b4/27/40
Five Little Peppers at Home (D)	65	Edith Fellows-Clarence Kolb	(F)	2/8/40	.....b5/4/40
Five Little Peppers in Trouble (D)		Edith Fellows-Tommy Bond		9/1/40	.....a9/7/40
Girls of the Road (D)	61	Ann Dvorak-Helen Mack-L. Lane	(A)	6/20/40	....b7/27/40
Glamour for Sale (D)	59	Anita Louise-Roger Pryor	(A)	9/27/40	....b11/9/40
He Stayed for Breakfast (C)	89	Loretta Young-Melvyn Douglas	(A)	8/22/40	....b8/10/40
His Girl Friday (C)	92	Grant-Russell-Bellamy	(A)	1/18/40	.....b1/6/40
Howards of Virginia (H-D)	117	Cary Grant-Martha Scott-Carlson	(F)	9/19/40	....b8/31/40
I Married Adventure	78	Travelogue Feature	(F)	7/24/40	.....b8/3/40
Island of Doomed Men (D)	67	Peter Lorre-Rochelle Hudson	(A)	5/20/40	.....b6/8/40
Lady in Question (D)	81	Brian Aherne-Rita Hayworth	(A)	8/7/40	.....b8/10/40
Lone Wolf Meets a Lady (My)	71	Warren William-Jean Muir	(F)	5/30/40	....b5/18/40
Lone Wolf Strikes (My-D)	66	Warren William-Joan Perry	(A)	1/26/40	....b1/27/40
Mad Men of Europe (D)	72	Edmund Gwenn-Mary Maguire	(F)	6/3/40	....b5/25/40
Man from Tumbleweeds (W)	59	Bill Elliott-Iris Meredith		5/2/40	....a5/25/40
Man with Nine Lives (D)	73	Boris Karloff-Jo Ann Sayers	(A)	4/18/40	....b4/20/40
Men Without Souls (D)	62	John Litel-Rochelle Hudson	(A)	3/14/40	.....b5/18/40
Military Academy (D)	66	Tommy Kelly-Bobby Jordan	(F)	7/18/40	.....b7/20/40
Music in My Heart (Mu-C)	70	Tony Martin-Rita Hayworth	(F)	1/10/40	...b12/30/39
Outside the 3-Mile Limit (D)	65	Jack Holt-Irene Ware	(F)	3/7/40	.....b2/17/40
Out West with the Peppers (D)	62	Edith Fellows-Dorothy Peterson	(F)	6/30/40	....b7/20/40
Passport to Alcatraz (D)	60	Jack Holt-Cecelia Callejo	(A)	6/6/40	.....b5/25/40
Pioneers of the Frontier (W)	58	Bill Elliott-Linda Winters	(F)	2/1/40	.....b2/24/40
Return of Wild Bill (W)	60	Bill Elliott-Iris Meredith	(F)	6/27/40	....b7/13/40
Secret Seven (D)	62	Bruce Bennett-Florence Rice	(F)	8/15/40	....b8/17/40
Texas Stagecoach (W)	59	Chas. Starrett-Iris Meredith	(F)	5/23/40	....b3/30/40
Too Many Husbands (C)	84	Arthur-MacMurray-Douglas	(A)	3/21/40	.....b3/9/40
Twenty-one Days Together (D)	72	Vivien Leigh-Laurence Olivier	(A)	5/16/40	.....b4/6/40
		(Reviewed as "Three Weeks Together")			
Two-Fisted Rangers (W)	62	Chas. Starrett-Iris Meredith	(F)	1/4/40	.....b1/13/40

Current 1940-41

Arizona (D)	128	Jean Arthur-Holden-William	(A)	12/25/40	..b11/23/40
Beyond the Sacramento (W)	57	Bill Elliott-Evelyn Keyes		11/14/40	...a9/14/40
		(Former title "Ghost Town")			
Blondie Plays Cupid (C)	68	Penny Singleton-Arthur Lake	(F)	10/31/40	...b11/2/40
Durango Kid (W)	60	Chas. Starrett-Luana Walters	(F)	8/15/40	....b8/31/40
Ellery Queen, Master Detective (My-D)	68	Ralph Bellamy-Margaret Lindsay	(F)	11/30/40	..b11/30/40
Escape to Glory (C-D)	74	Constance Bennett-Pat O'Brien	(A)	11/21/40	..b11/23/40
Fugitive from a Prison Camp (D)	59	Jack Holt-Marian Marsh	(F)	9/5/40	.....b8/10/40
Girls Under 21	64	Paul Kelly-Rochelle Hudson	(F)	10/24/40	..b11/16/40
Great Plane Robbery (D)	53	Jack Holt-Vicki Lester	(A)	12/9/40	...b11/23/40
Lone Wolf Keeps a Date (C-D)	64	Warren William-Frances Robinson	(A)	11/23/40	..b11/23/40
Nobody's Children (D)	65	Edith Fellows-Lois Wilson		10/17/40	...a8/31/40
Phantom Submarine (D)		Anita Louise-Bruce Bennett		12/20/40	...a11/9/40
Prairie Schooners (W)	58	Bill Elliott-Evelyn Young	(F)	9/30/40	....b11/9/40
So You Won't Talk? (C)	69	Joe E. Brown-Frances Robinson	(F)	10/3/40	....b9/28/40
This Thing Called Love (C)	92	Melvyn Douglas-Rosalind Russell	(A)	1/2/41	....b12/28/40
Thundering Frontier (W)	57	Charles Starrett-Iris Meredith	(F)	12/5/40	....b9/21/40
West of Abilene (W)	58	Charles Starrett-Marjorie Cooley	(F)	10/21/40	...b7/20/40
Wildcat of Tucson (W)	59	Bill Elliott		12/31/40	..a10/26/40

Coming 1940-41

Adam Had Four Sons (D)		Warner Baxter-Ingrid Bergman		1/31/41	....a11/9/40
		(Former title "Legacy")			
Across the Sierras (W)		Bill Elliott-Luana Walters		2/13/41	...a11/16/40
Blondie Goes Latin (C)		Penny Singleton-Arthur Lake		3/1/41	...a12/14/40
Devil Commands		Boris Karloff-Amanda Duff		.....	...a12/14/40
Face Behind the Mask (D)		Peter Lorre-Evelyn Keyes		1/16/41	...a12/21/40
Fight for Life (Doc)	69	Myron McCormick-Storrs Haynes	(A)	.....	....b6/22/40
Great Swindle (D)		Jack Holt-Marjorie Reynolds		.....	....a6/29/40
		(Former title "Tampered Evidence")			
Lone Wolf Takes a Chance (My)		Warren William-June Storey		.....	...In Prod.
Outlaws of the Panhandle (W)	59	Chas. Starrett-Frances Robinson		2/27/41	....a8/31/40
Penny Serenade (C)		Irene Dunne-Cary Grant		.....	...a12/21/40
Pinto Kid (W)	61	Charles Starrett-Louise Currie		1/9/41	....a7/13/40
Return of Boston Blackie		Chester Morris-Rochelle Hudson		1/31/41	....In Prod.

DISNEY

Fantasia (FA)	150	Technicolor Cartoon	(F)	.....	..b11/16/40

MGM

Current 1939-40

And One Was Beautiful (D)	70	Jean Muir-Robert Cummings	(A)	4/5/40	.....b4/6/40
Andy Hardy Meets Debutante (C)	86	Mickey Rooney-Lewis Stone	(F)	7/5/40	.....b7/6/40
Boom Town (D)	120	Gable-Tracy-Lamarr-Colbert	(A)	8/30/40	....b8/10/40
Broadway Melody of 1940 (D)	100	Powell-Astaire-Murphy	(F)	2/9/40	....b2/10/40
Captain Is a Lady (C)	65	Coburn-Billie Burke-B. Bondi	(F)	6/21/40	....b6/29/40
Congo Maisie (C-D)	70	Sothern-Carroll-Johnson	(F)	1/19/40	....b1/20/40
Dr. Kildare's Strange Case (D)	76	Lionel Barrymore-Lew Ayres	(F)	4/12/40	....b4/6/40
Earl of Chicago (C-D)	87	Montgomery-Owen-Arnold	(A)	1/5/40	.....b1/6/40
Edison the Man (D)	107	Spencer Tracy-Rita Johnson	(F)	5/10/40	....b5/25/40
Florian (D)	93	Robert Young-Helen Gilbert	(F)	3/29/40	....b3/30/40
Forty Little Mothers (C)	90	Eddie Cantor-Rita Johnson	(F)	4/26/40	....b4/20/40
Ghost Comes Home (C)	78	Frank Morgan-Billie Burke	(F)	3/8/40	.....b3/2/40
Golden Fleecing (C-D)	70	Rita Johnson-Lew Ayres	(F)	8/16/40	....b8/24/40
Gold Rush Maisie (C)	82	Ann Sothern-Lee Bowman	(F)	7/26/40	....b8/3/40

MGM

Current 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
I Love You Again (C)	99	Wm. Powell-Myrna Loy	(A)	8/9/40	.....b8/10/40
I Take This Woman (D)	97	Spencer Tracy-Hedy Lamarr	(A)	2/1/40	.....b2/3/40
Lambeth Walk (C)	66	Lupino Lane-Sally Gray	(F)	1/26/40	....b1/27/40
Man from Dakota (D)	75	Wallace Beery-Dolores Del Rio	(A)	2/16/40	....b2/24/40
Mortal Storm (D)	100	Margaret Sullavan-Jas. Stewart	(F)	6/14/40	....b6/15/40
New Moon (D)	102	Jeanette MacDonald-Nelson Eddy	(F)	6/28/40	....b6/15/40
Northwest Passage (D)	126	Tracy-Young-Brennan (Tech.)	(A)	2/23/40	....b2/10/40
Phantom Raiders (My)	70	Walter Pidgeon-Florence Rice	(F)	5/31/40	.....b6/1/40
Pride and Prejudice (C-D)	117	Greer Garson-L. Olivier	(F)	8/2/40	....b7/13/40
Shop Around the Corner (C)	100	Margaret Sullavan-J. Stewart	(A)	1/12/40	.....b1/6/40
Sporting Blood (D)	82	R. Young-M. O'Sullivan-L. Stone	(F)	7/12/40	....b7/13/40
Strange Cargo (D)	113	Gable-Crawford-Hunter	(A)	3/1/40	.....b3/2/40
Susan and God (D)	117	Joan Crawford-Fredric March	(A)	6/7/40	.....b6/8/40
20 Mule Team (D)	84	Wallace Beery-Leo Carrillo	(F)	5/3/40	.....b5/4/40
Two Girls on Boadway (Mu-D)	73	Turner-Murphy-Blondell	(F)	4/19/40	....b4/27/40
Waterloo Bridge (D)	107	Vivien Leigh-Robert Taylor	(A)	5/17/40	....b5/18/40
We Who Are Young (D)	78	Lana Turner-John Shelton	(A)	7/19/40	....b7/20/40
Young Tom Edison (D)	84	Mickey Rooney-Virginia Weidler	(F)	3/15/40	....b2/17/40

Current 1940-41

Bittersweet (Tech.) (Mu)	94	Jeanette MacDonald-Nelson Eddy	(F)	11/8/40	...b11/16/40
Comrade X (C)	88	Clark Gable-Hedy Lamarr	(A)	12/13/40	...b12/7/40
Dr. Kildare Goes Home (D)	80	Barrymore-Ayres-Day	(F)	9/6/40	.....b9/7/40
Dr. Kildare's Crisis (D)	74	L. Barrymore-Ayres-Rob't Young	(F)	11/29/40	...b12/7/40
Dulcy (C)	73	A. Sothern-Ian Hunter-B. Burke	(F)	10/4/40	....b10/5/40
Escape (D)	104	Norma Shearer-Robert Taylor	(A)	11/1/40	....b11/2/40
Flight Command (D)	115	Robt. Taylor-Ruth Hussey	(F)	1/3/41	...b12/21/40
Galiant Sons (My-D)	76	Jackie Cooper-Gene Reynolds	(F)	11/15/40	..b11/16/40
Go West (C)	82	Marx Brothers	(F)	12/6/40	..b12/14/40
Haunted Honeymoon (C-D)	82	Robt. Montgomery-C. Cummings	(A)	9/20/40	....b8/31/40
Hullabaloo (C)	77	Frank Morgan-Billie Burke		10/25/40	...b11/2/40
Keeping Company (D)	78	John Shelton-Ann Rutherford	(F)	12/20/40	...b1/4/41
Little Nellie Kelly (Mu-C)	98	Judy Garland-Geo. Murphy	(F)	11/22/40	..b11/16/40
Sky Murder (My)	72	Walter Pidgeon-Donald Meek	(F)	9/27/40	....b9/28/40
Strike up the Band (Mu-C)	120	Mickey Rooney-Judy Garland	(F)	9/27/40	....b9/21/40
Third Finger, Left Hand (C)	96	Myrna Loy-Melvyn Douglas	(A)	10/11/40	..b10/12/40
Wyoming (C-D)	87	Wallace Beery-Marjorie Main	(A)	9/13/40	....b9/14/40

Coming 1940-41

Andy Hardy's Private Secretary (C)		Mickey Rooney-Lewis Stone		.....	...In Prod.
Billy the Kid (Tech.)		Rob't Taylor-Maureen O'Sullivan		.....	...In Prod.
Come Live With Me (D)		James Stewart-Hedy Lamarr		1/31/41	..a11/23/40
Fools Rush In		Shelton-Grey-Dekker-Nolan		.....	...In Prod.
Free and Easy		Ruth Hussey-Robert Cummings		.....	...In Prod.
Gone With the Wind (D)	228	Gable-Leigh-Howard (Tech.)	(F)	1/17/41	..b12/16/39
Maisie Was a Lady (C)		Ann Sothern-Maureen O'Sullivan		1/10/41	...a11/16/40
Men of Boystown (D)		Spencer Tracy-Mickey Rooney		.....	...In Prod.
Pancho Lopez, the Bad Man		Wallace Beery-Lionel Barrymore		.....	...In Prod.
Philadelphia Story (C)	110	Katharine Hepburn-James Stewart	(A)	1/17/41	..b11/30/40
Rage in Heaven		Rob't Montgomery-Ingrid Bergman		.....	....In Prod.
Trial of Mary Dugan (D)		Laraine Day-Robert Young		.....	....In Prod.
Wild Man of Borneo (C)		Frank Morgan-Billie Burke		1/24/41	...a11/23/40
Ziegfeld Girl (Mu)		Stewart-Garland-Lamarr-Martin		.....	...In Prod.

MONOGRAM

Current 1939-40

Arizona Frontier (W)	55	Tex Ritter-Evelyn Finley	(F)	8/19/40	...b8/31/40
Boys of the City (C-D)	63	East Side Kids	(F)	7/15/40	...b7/20/40
Chasing Trouble (D)	64	F. Darro-Marjorie Reynolds	(F)	1/30/40	....b2/3/40
Cheyenne Kid (W)	49	Jack Randall-Louise Stanley	(F)	2/24/40	....b2/3/40
Covered Wagon Trails (W)	52	Jack Randall	(F)	4/10/40	.....b5/11/40
Cowboy from Sundown (W)	58	Tex Ritter	(F)	5/9/40	.....b5/11/40
Danger Ahead (D)	60	James Newill-Dorothea Kent	(F)	1/10/40	.....b7/6/40
Doomed to Die (My)	67	Boris Karloff-Marjorie Reynolds	(F)	8/5/40	.....b8/3/40
East Side Kids (D)	62	Ames-Moore-Bryant-Barnett		2/10/40	....b2/24/40
Fatal Hour (My-D)	60	Boris Karloff-Marjorie Reynolds	(F)	1/15/40	....b1/20/40
Golden Trail (W)	52	Tex Ritter		7/3/40	.....b7/6/40
Haunted House (D)	70	Marcia Mae Jones-Jackie Moran	(F)	7/22/40	....b7/20/40
Hidden Enemy (D)	63	Warren Hull-Kay Linaker	(F)	1/20/40	....b4/13/40
Human Monster (D)	73	Bela Lugosi	(F)	3/9/40	.....b3/9/40
Kid From Santa Fe (W)		Jack Randall		5/23/40	.....a4/27/40
Land of the Six Guns (W)	54	Jack Randall-Louise Stanley	(F)	5/2/40	....b6/29/40
Last Alarm (D)	61	Warren Hull-Polly Ann Young	(F)	6/25/40	....b7/6/40
Laughing at Danger (D)	62	Frankie Darro-Joy Hodges	(F)	8/12/40	.....b8/3/40
Midnight Limited (D)	61	John King-Marjorie Reynolds	(F)	3/20/40	....b3/23/40
Missing People	69	Will Fyffe-Kay Walsh	(F)	8/19/40	....b11/9/40
Murder on the Yukon (W)		James Newill-Polly Ann Young		2/17/40	.....a2/3/40
Mysterious Mr. Reeder	63	Will Fyffe	(A)	4/30/40	.....b5/11/40
On the Spot (D)	61	Frankie Darro-Mary Kornman	(F)	6/11/40	.....b6/8/40
Pals of the Silver Sage (W)	52	Tex Ritter-Sugar Dawn	(F)	4/20/40	.....b5/4/40
Pioneer Days (W)	51	Jack Randall-June Willkins	(F)	1/25/40	....b2/10/40
Queen of the Yukon (D)	73	Chas. Bickford-Irene Rich	(F)	8/26/40	....b9/14/40
Rainbow Over the Range (W)	59	Tex Ritter-Dorothy Fay	(F)	7/29/40	.....b8/3/40
Riders From Nowhere (W)	45	Jack Randall-Margaret Roach		6/6/40	.....a4/27/40
Rhythm of the Rio Grande (W)	53	Tex Ritter-Susan Dale	(F)	3/2/40	.....b4/27/40
Secret Four (D)	85	Sinclair-Lee-Lawton	(F)	1/15/40	....b12/30/39
Sky Bandits		James Newill		4/15/40	....a3/16/40
		(Former title "Phantom Pilot")			
Son of the Navy (D)	72	James Dunn-Jean Parker	(F)	3/30/40	.....b4/6/40
Tomboy (D)	70	Marcia Mae Jones-Jackie Moran	(F)	4/20/40	.....b4/27/40
Torpedo Raider (D)	70	Barry Mackay	(F)	2/28/40	.....b5/25/40
Up In the Air (My-D)	61	Frankie Darro-Marjorie Reynolds	(F)	9/9/40	.....b9/14/40
Who Is Guilty? (D)	60	Ben Lyon	(F)	9/2/40	.....b9/7/40
Wild Horse Range (W)	53	Jack Randall	(F)	6/25/40	....b6/22/40

Current 1940-41

Ape, The (D)	62	Boris Karloff	(F)	9/30/40	..b10/26/40
Chamber of Horrors (D)	83	Leslie Banks-Gina Malo	(A)	12/20/40	...b6/29/40
Drums of the Desert (D)	64	Ralph Byrd-Lorna Grey	(F)	10/7/40	..b10/12/40
Her First Romance (C-D)	77	Edith Fellows-Wilbur Evans	(F)	12/25/40	..b12/28/40
Ol' Swimmin' Hole (D)	78	Marcia Mae Jones-J. Moran	(F)	10/21/40	..b10/26/40
Orphans of the North (T)		Adventure film		7/29/40	...Not Rev.
Outsider (D)	91	Geo. Saunders-Mary Maguire	(F)	9/15/40	....b3/23/40
Phantom of Chinatown (My)	62	Keye Luke-Lotus Long	(F)	11/11/40	..b11/23/40
Pride of the Bowery		Leo Gorcey-Bobby Jordan		12/15/40	...a12/7/40
Range Busters (W)	56	Ray Corrigan-Max Terhune	(F)	8/22/40	....b9/14/40
Rollin' Home to Texas (W)		Tex Ritter-Slim Andrews		12/30/40	...a12/7/40
Take Me Back to Oklahoma (W)	64	Tex Ritter-Terry Walker	(F)	11/11/40	..b11/30/40
That Gang of Mine (D)	62	Bobby Jordan-Leo Gorcey	(F)	9/23/40	...b10/5/40
Trailin' Double Trouble (W)	58	Ray Corrigan-John King	(F)	10/7/40	..b10/19/40
Trail of the Silver Spurs (W)		Corrigan-King-Terhune		1/5/41	.....a12/7/40
West of Pinto Basin (W)	56	Corrigan-King-Terhune	(F)	11/14/40	...b12/7/40

Coming 1940-41

Dead Man's Shoes (My)		Leslie Banks-Wilfred Lawson		1/15/41	...Not Rev.
Prairie Schooldays (W)		John King-Ray Corrigan		.....	...In Prod.
You're Out of Luck (D)		Darro-Moreland		1/20/41	...a12/21/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

PARAMOUNT

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Adventure in Diamonds (D)	72	Isa Miranda-George Brent	(A)	4/5/40	b1/27/40
Biscuit Eater (D)	79	Billie Lee-Cordell Hickman	(F)	5/24/40	b4/13/40
Buck Benny Rides Again (C)	85	Jack Benny-Virginia Dale	(F)	5/3/40	b4/13/40
Comin' Round the Mountain (C)	72	Bob Burns-Una Merkel	(F)	8/16/40	b8/17/40
Dr. Cyclops (Tech.) (D)	75	Albert Dekker-Janice Logan	(A)	4/12/40	b3/9/40
Emergency Squad (D)	60	William Henry-Louise Campbell	(F)	1/5/40	b1/13/40
Farmer's Daughter (C)	60	Martha Raye-Charlie Ruggles	(F)	3/29/40	b2/17/40
French Without Tears (C)	85	Ray Milland-Ellen Drew	(A)	4/26/40	b11/11/39
Geronimo (D)	88	Preston Foster-Ellen Drew	(F)	1/12/40	b11/25/39
Ghost Breakers (My-D)	78	Bob Hope-Paulette Goddard	(F)	6/21/40	b6/8/40
Golden Gloves (D)	68	Jean Cagney-Robert Ryan	(A)	8/2/40	b8/3/40
Great McGinty (D)	85	Brian Donlevy-Akim Tamiroff	(A)	8/23/40	b7/27/40
Hidden Gold (W)	61	Wm. Boyd-Russell Hayden	(F)	6/7/40	b5/18/40
Knights of the Range (W)	70	Russell Hayden-Jean Parker	(F)	2/23/40	b2/17/40
Light of the Western Stars (W)	65	Jory-Hayden-Sayers	(F)	4/19/40	b4/27/40
Light That Failed (D)	96	Ronald Colman-Ida Lupino	(A)	2/9/40	b12/23/39
Mystery Sea Raider (D)	77	Henry Wilcoxon-Carole Landis	(F)	8/9/40	b8/10/40
North West Mounted Police (D)	126	Cooper-Carroll-Goddard (Tech.)	(F)	12/27/40	b10/26/40
Opened by Mistake (C)	67	Charles Ruggles-Robert Paige	(F)	5/10/40	b5/11/40
Parole Fixer (D)	58	Rob't Paige-Wm. Henry	(A)	2/2/40	b2/10/40
Queen of the Mob (D)	60	Jean Cagney-Richard Denning	(A)	6/28/40	b6/29/40
Remember the Night (C-D)	92	B. Stanwyck-F. MacMurray	(A)	1/19/40	b1/13/40
Road to Singapore (C)	85	B. Crosby-D. Lamour-B. Hope	(F)	3/22/40	b2/24/40
Safari (D)	86	Madeleine Carroll-Fairbanks, Jr.	(F)	6/14/40	b6/8/40
Santa Fe Marshal (W)	69	Wm. Boyd-Russell Hayden	(F)	1/26/40	b1/13/40
Seventeen (C-D)	75	Jackie Cooper-Betty Field	(F)	3/1/40	b2/24/40
Showdown (W)	63	Wm. Boyd-J. Clayton-Hayden	(F)	3/8/40	b3/2/40
Sidewalks of London (D)	86	Chas. Laughton-Vivien Leigh	(F)	2/16/40	b2/3/40
Stagecoach War (W)	61	Wm. Boyd-Russell Hayden	(F)	7/12/40	b7/6/40
Those Were the Days (C)	75	Wm. Holden-Bonita Granville	(F)	5/31/40	b5/25/40
Typhoon (Tech.) (D)	71	Dorothy Lamour-Robert Preston	(F)	5/17/40	b5/4/40
Untamed (D) (Tech.)	82	Milland-Tamiroff-Morison	(A)	7/26/40	b6/29/40
Way of All Flesh (D)	84	Akim Tamiroff-William Henry	(A)	7/5/40	b6/1/40
Women Without Names (D)	63	Ellen Drew-Robt. Paige	(F)	3/15/40	b2/24/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Arise, My Love (D)	110	Claudette Colbert-Ray Milland	(A)	11/8/40	b10/19/40
Cherokee Strip (W)	86	Richard Dix-William Henry	(F)	10/11/40	b10/5/40
Christmas in July (D)	68	Dick Powell-Ellen Drew	(F)	10/25/40	b9/21/40
Dancing on a Dime (Mu-C)	73	Grace MacDonald-Robt. Paige	(F)	11/1/40	b10/12/40
I Want a Divorce (D)	94	Dick Powell-Joan Blondell	(A)	9/20/40	b9/7/40
Love Thy Neighbor (C)	82	Jack Benny-Fred Allen	(F)	12/27/40	b12/21/40
Moon Over Burma (D)	82	D. Lamour-R. Preston-P. Foster	(A)	10/18/40	b10/19/40
Night at Earl Carroll's (My)	70	J. Carrol Naish-E. Carroll Girls	(F)	12/6/40	b11/23/40
Quarterback (C-D)	72	Wayne Morris-Virginia Dale	(F)	10/4/40	b10/5/40
Rangers of Fortune (D)	80	MacMurray-Morison-Dekker	(F)	9/27/40	b9/14/40
Rhythm on the River (Mu)	90	Bing Crosby-Mary Martin	(F)	9/6/40	b8/24/40
Second Chorus (Mu)	88	Fred Astaire-Paulette Goddard	(F)	1/3/41	b11/30/40
Texas Rangers Ride Again (W)	67	J. Howard-Ellen Drew-M. Robson	(F)	12/13/40	b11/9/40
Three Men From Texas (W)	75	William Boyd-Russell Hayden	(F)	11/15/40	b9/14/40
World in Flames (Doc)	60	Newsreel Compilation	(A)	10/25/40	b10/19/40

Coming 1940-41

Title	Stars		Rel. Date	See Issue of
Aldrich Family in Life With Henry (Former title "Henry Aldrich No. 1")	Jackie Cooper-Leila Ernst		1/24/41	a3/30/40
Border Vigilantes (W)	Bill Boyd-Russell Hayden			In Prod.
Doomed Caravan (W)	Bill Boyd-Russell Hayden		1/10/41	a11/16/40
Hard Boiled Canary (Former title "There's Magic in Music")	Allan Jones-Susanna Foster		3/7/41	a8/10/40
In Old Colorado	Wm. Boyd-Russell Hayden		2/28/41	a11/23/40
I Wanted Wings (D)	Brian Donlevy-Ray Milland		4/25/41	a12/7/40
Lady Eve (D)	Barbara Stanwyck-Henry Fonda		3/21/41	a11/23/40
Las Vegas Nights (Mu)	Phil Regan-Bert Wheeler-Dorsey			In Prod.
Mad Doctor (D) (Former title "Destiny")	Basil Rathbone-Ellen Drew		2/14/41	a2/17/40
Monster and the Girl (D) (Former title "DOA")	Ellen Drew-Onslow Stevens		5/9/41	a9/28/40
New York Town	Mary Martin-Fred MacMurray		3/7/41	a11/30/40
One Night in Lisbon (D)	Madeleine Carroll-Fred MacMurray		5/16/41	In Prod.
Pirates on Horseback (W)	Wm. Boyd-Russell Hayden			In Prod.
Reaching for the Sun (D)	Joel McCrea-Ellen Drew		5/2/41	a11/2/40
Road to Zanzibar	Crosby-Lamour-Hope		4/11/41	a12/7/40
Round-Up (W)	Richard Dix-Patricia Morison		3/28/41	a10/26/40
Shepherd of the Hills (Tech.) (D)	John Wayne-Betty Field		4/11/41	a11/9/40
Victory (D)	Fredric March-Betty Field		1/17/41	b12/21/40
Virginia (Tech.)	Madeleine Carroll-F. MacMurray		2/21/41	a8/24/40
You're the One (Mu)	Orrin Tucker-Bonnie Baker		2/7/41	a11/9/40

R.K.O.-RADIO

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Abe Lincoln In Illinois (D)	107	Raymond Massey-Ruth Gordon	(F)	4/19/40	b1/6/40
Anne of Windy Poplars (D)	89	Anne Shirley-James Ellison	(F)	6/28/40	b6/22/40
Beyond Tomorrow (D)	84	Richard Carlson-Jean Parker	(A)	5/10/40	b3/30/40
Bill of Divorcement (D)	73	Maureen O'Hara-Adolphe Menjou	(A)	5/31/40	b3/16/40
Bullet Code (W)	59	George O'Brien-Virginia Vale	(F)	4/12/40	b3/2/40
Courageous Dr. Christian (D)	67	Jean Hersholt-Dorothy Lovett	(F)	4/5/40	b3/23/40
Cross Country Romance (C)	66	Gene Raymond-Wendy Barrie	(F)	7/12/40	b6/29/40
Curtain Call (C)	61	Barbara Reed-John Archer	(F)	4/26/40	b4/13/40
Dance, Girl, Dance (D)	82	Maureen O'Hara-Louis Hayward	(A)	8/23/40	b8/31/40
Dr. Christian Meets the Women (D)	63	Jean Hersholt-Dorothy Lovett	(F)	7/5/40	b6/29/40
Irene (Mu-C) (Part Tech.)	101	Anna Neagle-Ray Milland	(F)	5/3/40	b4/20/40
Isle of Destiny (D)	83	Ford-Lang-Gargan	(F)	3/8/40	b3/2/40
Legion of the Lawless (W)	57	Geo. O'Brien-Virginia Vale	(F)	1/5/40	b11/25/39
Little Orvie (C)	66	Johnny Sheffield-Ernest Truex	(F)	3/1/40	b3/2/40
Lucky Partners (C)	101	Ginger Rogers-Ronald Colman	(A)	8/23/40	b8/17/40
Marines Fly High (D)	67	Richard Dix-Lucille Ball	(F)	2/2/40	b2/17/40
Mexican Spitfire (C)	65	Lupe Velez-Donald Woods	(F)	1/12/40	b12/16/39
Millionaire Playboy (C)	66	Joe Penner-Linda Hayes	(F)	3/15/40	b3/2/40
Millionaires in Prison (D)	62	Lee Tracy-Linda Hayes	(A)	7/26/40	b6/29/40
My Favorite Wife (C)	83	Dunne-Grant-Scott	(A)	5/17/40	b5/4/40
One Crowded Night (D)	66	Billie Seward-Don Costello	(A)	8/9/40	b8/3/40
Pinocchio (FA)	85	Technicolor Cartoon	(F)	2/23/40	b2/3/40
Pop Always Pays (C)	66	Leon Errol-Dennis O'Keefe	(F)	6/21/40	b6/22/40
Prairie Law (W)	62	Geo. O'Brien-Virginia Vale	(F)	6/7/40	b6/22/40
Primrose Path (D)	93	Ginger Rogers-Joel McCrea	(A)	3/22/40	b3/16/40
Queen of Destiny (H-D) (Reviewed as "Sixty Glorious Years")	90	Neagle-Walbrook (Tech.)	(F)	8/2/40	b10/29/38
Saint's Double Trouble (D)	69	George Sanders-Helen Whitney	(F)	1/26/40	b1/20/40
Saint Takes Over (D)	60	Geo. Sanders-Wendy Barrie	(F)	6/7/40	b4/27/40
Stage to Chino (W)	59	George O'Brien	(F)	7/26/40	b7/27/40
Stranger on the Third Floor (D)	62	Peter Lorre-Margaret Tallichet	(A)	8/16/40	b9/7/40
Swiss Family Robinson (D)	93	Mitchell-Best-Bartholomew	(F)	2/16/40	b2/3/40
Tom Brown's Schooldays (D)	84	Jimmy Lydon-Hartwicke	(F)	7/19/40	b6/22/40
Triple Justice (W)	66	Geo. O'Brien-Virginia Vale	(F)	9/27/40	b10/19/40
Vigil in the Night (D)	96	Carole Lombard-Brian Aherne	(A)	2/9/40	b2/10/40
Wildcat Bus (D)	62	Fay Wray-Charles Lang	(F)	3/23/40	b8/17/40
You Can't Fool Your Wife (C)	68	Lucille Ball-James Ellison	(F)	5/24/40	b5/25/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Convoy (D)	89	Clive Brook-John Clements	(F)	1/3/41	b12/7/40
Dreaming Out Loud (C)	81	Lum & Abner-Frances Langford	(F)	9/13/40	b9/14/40
Fargo Kid (W)	65	Tim Holt-Jane Drummond	(F)	12/6/40	b11/2/40
I'm Still Alive (D)	66	Linda Hayes-Kent Taylor	(F)	9/27/40	b9/21/40
Kitty Foyle (D)	105	Ginger Rogers-Dennis Morgan	(A)	12/27/40	b12/28/40
Laddie (D)	68	Tim Holt-Virginia Gilmore	(F)	10/18/40	b9/21/40
Li'l Abner (C)	78	Granville Owen-Kay Sutton	(F)	11/1/40	b11/9/40
Men Against the Sky (D)	74	Richard Dix-Wendy Barrie	(F)	9/6/40	b8/24/40

R.K.O.-RADIO

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Mexican Spitfire Out West (C)	75	Lupe Velez-Leon Errol	(A)	11/15/40	b10/12/40
No, No, Nanette (Mu)	96	Anna Neagle-Richard Carlson	(F)	12/20/40	b12/21/40
Ramparts We Watch (Doc)	90	March of Time Feature	(F)	8/16/40	b7/27/40
Remedy For Riches (D)	60	Jean Hersholt-Dorothy Lovett	(F)	11/29/40	b11/23/40
They Knew What They Wanted (D)	96	Charles Laughton-Carole Lombard	(A)	10/25/40	b10/12/40
Too Many Girls (Mu)	85	Richard Carlson-Lucille Ball	(A)	11/8/40	b10/12/40
Villain Still Pursued Her (D)	66	Anita Louise-Richard Cromwell	(F)	10/11/40	b7/27/40
Wagon Train (W)	62	Tim Holt-Martha O'Driscoll	(F)	10/4/40	b10/12/40
You'll Find Out (My-C)	97	Kay Kyser-Peter Lorre-Karloff	(F)	11/22/40	b11/16/40

Coming 1940-41

Title	Stars		Rel. Date	See Issue of
Along the Rio Grande (W)	Tim Holt-Betty Jane Rhodes		2/7/41	a12/14/40
Bambi	Disney Cartoon Feature			In Prod.
Citizen Kane (D)	Orson Welles-Dorothy Comingore		2/14/41	In Prod.
Devil and Miss Jones	Jean Arthur-Chas. Coburn		3/14/41	In Prod.
Girl, A Guy and A Gob	Geo. Murphy-Lucille Ball		2/28/41	a11/16/40
Let's Make Music (Mu-C)	Bob Crosby-Jean Rogers	(F)	1/17/41	b12/14/40
Little Men (D)	Kay Francis-Lydon-Oakie	(F)	1/10/41	b12/7/40
Melody for Three	Jean Hersholt-Fay Wray		3/28/41	In Prod.
Mr. and Mrs. Smith (C)	Carole Lombard-Robt. Montgomery		1/31/41	a11/9/40
Playgirl (C-D)	Kay Francis-James Ellison	(A)	3/7/41	b12/21/40
Reluctant Dragon	Benchley and Cartoon Characters			In Prod.
Saint in Palm Springs (My)	George Sanders-Wendy Barrie	(F)	1/24/41	b1/4/41
Scattergood Baines (C)	Guy Kibbee-Dink Trout		3/21/41	In Prod.
Show Business	Alan Mowbray-Donald McBride		2/21/41	In Prod.
They Met In Argentina (Mu)	Ellison-O'Hara-Ebsen		4/25/41	In Prod.

REPUBLIC

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Carolina Moon (Mu-W)	65	Gene Autry-Burnette-June Storey	(F)	7/15/40	b7/20/40
Carson City Kid (W)	57	Roy Rogers-"Gabby" Hayes	(F)	7/1/40	b6/22/40
Crooked Road (D)	66	Edmund Lowe-Irene Hervey	(A)	5/10/40	b5/11/40
Covered Wagon Days (W)	56	Three Mesquiteers	(F)	4/22/40	b5/11/40
Dark Command (H-D)	94	John Wayne-Claire Trevor	(F)	4/15/40	b4/13/40
Earl of Puddlestone (C)	67	The Gleasons	(F)	8/31/40	b8/17/40
Forgotten Girls (D)	68	Louise Platt-Donald Woods	(F)	3/15/40	b3/23/40
Gangs of Chicago (D)	66	Lola Lane-Lloyd Nolan-MacLane	(F)	5/19/40	b5/25/40
Gaucho Serenade (W)	66	Gene Autry-Smiley Burnette	(F)	5/10/40	b5/18/40
Ghost Valley Raiders (W)	57	Donald Barry-Lona Andre	(F)	3/26/40	b4/6/40
Girl From God's Country (D)	75	Chester Morris-Chas. Bickford	(F)	7/30/40	b7/27/40
Grand Ole Opry (C)	68	Weaver Bros. & Elviry	(F)	6/25/40	b7/13/40
Grandpa Goes to Town (C)	66	The Gleasons-Harry Davenport	(F)	4/19/40	b4/20/40
Heroes of the Saddle (W)	56	Three Mesquiteers	(F)	1/12/40	b1/20/40
Hi-Yo Silver (W)	69	Silver Chief-Lynn Roberts	(F)	4/10/40	b4/20/40
In Old Missouri (C)	67	Weaver Bros.-Elviry	(F)	4/17/40	b5/4/40
One Man's Law (W)	57	Don Barry-Janet Waldo	(F)	6/29/40	b7/13/40
Pioneers of the West (W)	56	Three Mesquiteers	(F)	3/12/40	b3/16/40
Rancho Grande (W)	68	Gene Autry-Smiley Burnette	(F)	3/22/40	b3/30/40
Ranger and the Lady (W)	59	Roy Rogers-George Hayes	(F)	7/30/40	b7/27/40
Rocky Mountain Rangers (W)	58	Three Mesquiteers	(F)	5/24/40	b6/8/40
Scatterbrain (C)	73	Judy Canova-Alan Mowbray	(F)	7/20/40	b7/13/40
Sing, Dance, Plenty Hot (Mu)	72	Ruth Terry-Johnny Downs	(F)	8/10/40	b8/3/40
Three Faces West (D) (Reviewed as "The Refugee")	81	J. Wayne-Sigrid Gurie-C. Coburn	(F)	7/12/40	b6/22/40
Village Barn Dance (Mu-C)	74	Richard Cromwell-Doris Day	(F)	1/30/40	b2/3/40
Wagons Westward (D)	69	Chester Morris-Anita Louise	(F)	6/19/40	b6/29/40
Wolf of New York (D)	69	Edmund Lowe-Rose Hobart	(F)	1/25/40	b1/27/40
Women in War (D)	71	Elsie Janis-Wendy Barrie	(F)	6/6/40	b6/1/40
Young Buffalo Bill (W)	59	Roy Rogers-George Hayes	(F)	4/12/40	b4/20/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Barnyard Follies (Mu)	67	Mary Lee-June Storey-Rufe Davis	(F)	12/6/40	b11/23/40
Behind the News (D)	74	Lloyd Nolan-Doris Davenport	(F)	12/20/40	b12/21/40
Border Legion (W)	58	Roy Rogers-Geo. "Gabby" Hayes	(F)	12/5/40	b11/30/40
Bowery Boy (D)	71	Dennis O'Keefe-Louise Campbell	(F)	12/27/40	b1/4/41
Colorado (W)	57	Roy Rogers-George Hayes	(F)	9/15/40	b9/7/40
Friendly Neighbors (C)	67	Weaver Bros. & Elviry	(F)	11/7/40	b11/16/40
Frontier Vengeance (W)	57	Don Barry-Betty Moran	(F)	10/10/40	b10/12/40
Girl From Havana (D)	69	Dennis O'Keefe-Victor Jory	(A)	9/11/40	b9/14/40
Hit Parade of 1941 (Mu-C)	88	Kenny Baker-Frances Langford	(F)	10/15/40	b10/19/40
Lone Star Raiders (W)	57	Three Mesquiteers	(F)	12/23/40	b12/21/40
Meet the Missus (C)	68	Roscoe Karns-Ruth Donnelly	(F)	11/29/40	b11/23/40
Melody and Moonlight (Mu)	72	Johnny Downs-Vera Vague	(F)	10/11/40	b10/5/40
Melody Ranch (Mu-C)	84	Gene Autry-Jimmy Durante	(F)	11/15/40	b11/23/40
Oklahoma Renegades (W)	57	Three Mesquiteers	(F)	8/29/40	b8/17/40
Ride, Tenderfoot, Ride (W)	65	Autry-Burnette-June Story	(F)	9/6/40	b8/24/40
Texas Terrors (W)	57	Don Barry-Al St. John	(F)	11/22/40	b11/23/40
Trail Blazers (W)	58	Three Mesquiteers	(F)	11/11/40	b11/2/40
Tulsa Kid (W)	57	Don "Red" Barry	(F)	8/16/40	b8/3/40
Under Texas Skies (W)	57	Three Mesquiteers	(F)	9/30/40	b9/21/40
Who Killed Aunt Maggie? (My)	69	John Hubbard-Wendy Barrie	(A)	11/1/40	b11/2/40
Wyoming Wildcat (W)		Don Barry-Julie Duncan		1/6/41	a12/7/40
Young Bill Hickok (W)	59	Roy Rogers-Geo. Hayes	(F)	10/21/40	b10/5/40

Coming 1940-41

Title	Stars	Rel. Date	See Issue of
Arkansas Judge	Rogers-Weaver Bros. and Elviry	1/31/41	a1/4/41
Petticoat Politics	Roscoe Karns-Lois Ranson	2/7/41	In Prod.
Prairie Pioneers (W)	Three Mesquiteers		In Prod.
Ridin' on a Rainbow (Mu-W)	Gene Autry-Smiley Burnette	1/24/41	a12/14/40
Robin Hood of the Pecos (W)	Roy Rogers-George Hayes	1/14/41	a12/7/40

20TH CENT.-FOX

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Blue Bird (Tech.) (FA)	83	Shirley Temple-G. Sondergaard	(F)	3/22/40	b1/27/40
Charlie Chan's Murder Cruise (My)	75	Sidney Toler-Marjorie Weaver	(F)	6/21/40	b5/11/40
Charlie Chan in Panama (D)	67	Sidney Toler-Jean Rogers	(F)	3/1/40	b2/10/40
City of Chance (D)	60	Donald Woods-C. Aubrey Smith	(A)	1/12/40	b12/30/39
Earthbound (D)	67	Warner Baxter-Andrea Leeds	(A)	6/7/40	b6/8/40
Four Sons (D)	89	Ameche-Leontovitch-Alan Curtis	(A)	6/14/40	b6/1/40
Free, Blonde and 21 (C)	74	Lynn Bari-Joan Davis	(F)	3/29/40	b2/17/40
Girl in 313 (My)	56	Florence Rice-Joan Valerie	(A)	5/31/40	b6/22/40
Grapes of Wrath (D)	129	Fonda-Bowdon-Grapewin	(A)	3/15/40	b1/27/40
He Married His Wife (C)	83	McCrea-Kelly-Young	(F)	1/19/40	b1/13/40
High School (C)	72	J. Withers-Edwards	(F)	1/26/40	b1/6/40
I Was An Adventuress (D)	61	Zorina-Richard Greene	(A)	5/10/40	b5/4/40
Johnny Apollo (D)	83	Tyrone Power-Dorothy Lamour	(A)	4/19/40	b4/13/40
Lillian Russell (D)	127	Alice Faye-Don Ameche	(F)	5/24/40	b5/18/40
Little Old New York (D)	100	Alice Faye-MacMurray-Greene	(F)	2/9/40	b2/3/40
Lucky Cisco Kid (D)	68	Cesar Romero-Mary Hughes	(F)	6/28/40	b6/1/40
Man Who Wouldn't Talk (D)	61	Lloyd Nolan-Jean Rogers	(A)	2/2/40	b1/20/40
Manhattan Heartbeat (D)	72	Virginia Gilmore-Joan Davis	(F)	7/12/40	b6/8/40
Maryland (D) (Tech.)	92	B. Joyce-Payne-Brennan	(F)	7/19/40	b7/6/40
On Their Own (C)	63	Jones Family	(F)	5/17/40	b4/13/40
Sailor's Lady (D)	66	Nancy Kelly-Jon Hall	(F)	7/5/40	b7/6/40
Shooting High (Mu-D)	63	Withers-Autry-Weaver	(F)	4/26/40	b3/9/40
So This Is London (C)	70	Geo. Sanders-Drayton-Churchill	(A)	5/3/40	b2/4/35
Star Dust (D)	83	Linda Darnell-John Payne	(F)	4/5/40	b4/6/40
Swanee River (Tech.) (D)	86	Al Jolson-Don Ameche-A. Leeds	(F)	1/5/40	b12/23/39
They Came By Night (D)	73	Will Fyffe	(F)	2/23/40	b3/9/40
Viva Cisco Kid (D)	70	Cesar Romero-Chris-Pin Martin	(F)	4/12/40	b3/23/40
Young as You Feel (C)	59	Jones Family	(F)	2/16/40	b2/3/40

20TH CENT.-FOX

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Brigham Young, Frontiersman (H-D)	112..	Tyrone Power-Linda Darnell	(A)	9/27/40	b8/31/40
Chad Hanna (CS-D) (Tech.)	88..	Henry Fonda-Linda Darnell	(A)	12/27/40	b12/14/40
Charlie Chan At the Wax Museum (My)	62..	Sidney Toler-Joan Valerie	(F)	9/6/40	b8/3/40
Charter Pilot (D)	70..	Lynn Bari-Lloyd Nolan	(F)	12/6/40	b11/23/40
Down Argentine Way (Mu)	88..	Don Ameche-Betty Grable (Tech.)	(F)	10/11/40	bl0/5/40
Elsa Maxwell's Pub. Deb. #1 (C)	80..	G. Murphy-B. Joyce-C. Ruggles	(F)	9/13/40	b8/31/40
Gay Caballero (D)	57..	Cesar Romero-Betty McLaughlin	(F)	10/4/40	b9/28/40
Girl from Avenue A (C)	76..	Jane Withers-Kent Taylor	(F)	8/9/40	b8/10/40
Great Profile (C)	70..	John Barrymore-Mary Hughes	(A)	10/25/40	b8/17/40
Hudson's Bay (H-D)	94..	Paul Muni-Gene Tierney	(F)	1/3/41	b12/28/40
Jennie (D)	78..	Doris Bowden-Geo. Montgomery	(F)	12/20/40	b12/7/40
Man I Married (D)	76..	Joan Bennett-Francis Lederer	(A)	8/2/40	b7/20/40
Mark of Zorro (D)	92..	Tyrone Power-Linda Darnell	(F)	11/8/40	b11/9/40
Murder Over New York (My)	65..	Sidney Toler-Marjorie Weaver	(F)	12/13/40	b12/7/40
Night Train (D) (Reviewed as "In Disguise")	95..	Margaret Lockwood-Rex Harrison	(A)	10/18/40	b8/3/40
Pier 13 (C-D)	66..	Lynn Bari-Lloyd Nolan	(F)	8/23/40	b8/17/40
Return of Frank James (D)	92..	H. Fonda-J. Cooper (Tech.)	(F)	8/16/40	b8/17/40
Street of Memories (D)	71..	Guy Kibbee-Lynn Roberts	(A)	11/15/40	b7/6/40
Tin Pan Alley (Mu)	94..	Alice Faye-B. Grable-J. Oakie	(F)	11/29/40	b11/23/40
Yesterday's Heroes (D)	65..	Jean Rogers-Rob't Sterling	(F)	9/20/40	b9/21/40
Young People (C-D)	78..	Shirley Temple-Jack Oakie	(F)	8/30/40	b7/13/40
Youth Will Be Served (D)	68..	Jane Withers-Robert Conway	(F)	11/22/40	b9/28/40

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Bride Wore Crutches (C-D)	59..	Lynne Roberts-Ted Norris	(F)	.....	b7/27/40
Dead Men Tell (My)		Sidney Toler		.....	In Prod.
For Beauty's Sake (My-C)		Ned Sparks-Marjorie Rambeau		.....	a8/17/40
Girl in the News (D)	78..	Margaret Lockwood-Rex Harrison	(F)	1/31/41	bl/4/41
Golden Hoofs (C)		Jane Withers-Buddy Rogers		.....	all/2/40
Michael Shayne, Private Detective (My)	77..	Lloyd Nolan-Marjorie Weaver	(F)	1/10/41	b12/28/40
Murder Among Friends		John Hubbard-Marjorie Weaver		.....	In Prod.
Outlaw, The		Walter Huston-Thos. Mitchell		.....	In Prod.
Ride Kelly Ride (D)		Marvin Stephens-Rita Quigley		.....	all/9/40
Ride On, Vaquero (W)		Cesar Romero-Mary Beth Hughes		.....	In Prod.
Road to Rio (Mu) (Tech.)		Alice Faye-Don Ameche		.....	In Prod.
Romance of the Rio Grande (W)	73..	Gilbert Roland-Aldrich Bowker	(F)	1/17/41	b12/28/40
Scotland Yard (D)		Edmund Gwenn-Nancy Kelly		.....	In Prod.
Sleepers West (D)		Lloyd Nolan-Lynn Bari		.....	In Prod.
Tall, Dark and Handsome (D)		Cesar Romero-Milton Berle		1/24/41	all/30/40
Tobacco Road (D)		Tierney-Grapewin-Rambeau		.....	In Prod.
Very Young Lady (C)		Jane Withers-Nancy Kelly		.....	In Prod.
Western Union (D) (Tech.)		Rob't Young-Randolph Scott		.....	a12/7/40

UNITED ARTISTS

Current

Title	Mins.	Stars		Rel. Date	See Issue of
Blackout (D)	81..	Conrad Veidt-Valerie Hobson	(F)	11/29/40	bl0/19/40
Captain Caution (D)	88..	V. Mature-Louise Platt-B. Cabot	(A)	8/9/40	b8/3/40
Chump At Oxford (C)	63..	Stan Laurel-Oliver Hardy	(F)	2/16/40	b2/17/40
Foreign Correspondent (D)	120..	Joel McCrea-Herbert Marshall	(F)	8/16/40	b8/17/40
Great Dictator, The (C)	126..	Charles Chaplin-P. Goddard	(F)	.....	bl0/19/40
House Across the Bay (D)	88..	Joan Bennett-George Raft	(A)	3/1/40	b3/2/40
Kit Carson (D)	96..	Jon Hall-Dana Andrews	(F)	8/30/40	b8/31/40
Lion Has Wings (D)	73..	Merle Oberon-Ralph Richardson	(F)	1/19/40	b12/16/39
Long Voyage Home (D)	103..	John Wayne-Thos. Mitchell	(A)	11/22/40	bl0/12/40
My Son, My Son! (D)	116..	Brian Aherne-Madeleine Carroll	(A)	3/22/40	b3/9/40
Of Mice and Men (D)	106..	Meredith-Fields-Chaney, Jr.	(A)	1/12/40	b12/30/39
1,000,000 B.C. (D)	80..	John Hubbard-Carole Landis	(F)	4/5/40	b4/13/40
Our Town (D)	90..	Fay Bainter-Frank Craven	(F)	5/24/40	b5/18/40
Over the Moon (C-D)	78..	Oberon-Rex Harrison (Tech.)	(F)	3/29/40	bl1/11/39
Pastor Hall (D)	96..	Wilfred Lawson-Nova Pilbeam	(F)	9/13/40	b7/27/40
Rebecca (D)	130..	Olivier-Anderson-Fontaine	(A)	4/12/40	b3/23/40
Saps at Sea (C)	56..	Stan Laurel-Oliver Hardy	(F)	5/3/40	b4/27/40
Son of Monte Cristo (D)	104..	Joan Bennett-Louis Hayward	(F)	1/1/41	b12/7/40
South of Pago Pago (D)	97..	Jon Hall-Victor McLaglen	(F)	7/18/40	b7/20/40
Thief of Bagdad (FA)	109..	Sabu-Conrad Veidt (Tech.)	(F)	12/25/40	bl0/19/40
Turnabout (C)	83..	Carole Landis-Hubbard-Menjou	(A)	5/17/40	b5/4/40
Westerner (D)	99..	Gary Cooper-Walter Brennan	(F)	9/20/40	b9/21/40

Coming

Title	Mins.	Stars		Rel. Date	See Issue of
Broadway Limited (D)		Victor McLaglen-Dennis O'Keefe		.....	In Prod.
Cheers for Miss Bishop (D)		Martha Scott-William Gargan		.....	all/30/40
Lady Hamilton (H-D)		Vivien Leigh-Laurence Olivier		.....	all/30/40
Major Barbara		Wendy Hiller-Robert Morley		.....	In Prod.
Pot O' Gold		James Stewart-Paulette Goddard		.....	In Prod.
Road Show (C)		Adolphe Menjou-Carole Landis		.....	a9/21/40
So Ends Our Night (D)		Fredric March-Margaret Sullavan		.....	all/23/40
That Uncertain Feeling		Oberon-Douglas-Meredith		.....	a12/14/40
Topper Returns (C)		Joan Blondell-Carole Landis		.....	a12/14/40

UNIVERSAL

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Alias the Deacon (C)	73..	Bob Burns	(F)	5/17/40	b5/4/40
Bad Man from Red Butte (W)	58..	J. M. Brown-Baker-Fuzzy Knight	(F)	5/31/40	b6/15/40
Big Guy (D)	77..	McLaglen-Cooper-Munson	(A)	2/2/40	b5/11/40
Black Diamonds (D)	60..	Richard Arlen-Andy Devine	(F)	7/19/40	b7/27/40
Black Friday (D)	64..	Boris Karloff-Bela Lugosi	(A)	4/12/40	b3/9/40
Boys From Syracuse (C)	73..	A. Jones-Martha Raye-J. Penner	(F)	8/9/40	b7/13/40
Danger on Wheels (D)	61..	Richard Arlen-Andy Devine	(F)	2/2/40	b5/11/40
Double Alibi (My)	65..	Wayne Morris-Margaret Lindsay	(A)	3/1/40	b2/24/40
Enemy Agent (D)	60..	Robt. Armstrong-Helen Vinson	(F)	4/19/40	b4/13/40
Framed (D)	60..	Constance Moore-R. Armstrong	(A)	2/23/40	b5/11/40
Green Hell (D)	88..	Joan Bennett-D. Fairbanks, Jr.	(F)	1/26/40	b1/20/40
Half a Sinner (D)	59..	Heather Angel-John King	(F)	4/5/40	b6/1/40
Honeymoon Deferred (D)	59..	Margaret Lindsay-Edmund Lowe	(F)	2/16/40	b2/24/40
Hot Steel (D)	61..	Richard Arlen-Andy Devine	(F)	5/24/40	b6/29/40
House of the Seven Gables (D)	88..	Vincent Price-Margaret Lindsay	(A)	4/12/40	b3/9/40
I Can't Give You Anything But Love Baby (C)	61..	Peggy Moran-Johnny Downs	(F)	6/21/40	b5/11/40
If I Had My Way (Mu-C)	87..	Bing Crosby-Gloria Jean	(F)	5/3/40	b4/27/40
Invisible Man Returns (D)	82..	Hardwicke-Price-Grey	(A)	1/12/40	bl/20/40
It's a Date (Mu-D)	103..	Deanna Durbin-Kay Francis	(F)	3/22/40	b3/23/40
La Conga Nights (C)	60..	Hugh Herbert	(F)	5/31/40	b5/18/40
Love, Honor and Oh, Baby (C)	60..	Wallace Ford-Kathryn Adams	(F)	6/7/40	b6/8/40
Ma! He's Making Eyes at Me (C)	61..	Tom Brown-Constance Moore	(F)	3/15/40	b4/13/40
My Little Chickadee (C)	83..	Mae West-W. C. Fields	(A)	2/9/40	b2/10/40
Oh, Johnny, How You Can Love (C)	64..	Tom Brown-Peggy Moran	(F)	1/5/40	bl/20/40
Private Affairs (C-D)	73..	N. Kelly-R. Young-R. Cummings	(F)	7/5/40	b6/15/40
Riders of Pasco Basin (W)	56..	J. M. Brown-Bob Baker	(F)	4/5/40	b5/25/40
Sandy Is a Lady (C)	64..	Sandy-Mischa Auer-Nan Grey	(F)	6/14/40	b5/25/40
Ski Patrol (D)	64..	Luli Deste-Philip Dorn	(F)	5/10/40	b5/11/40
Son of Roaring Dan (W)	63..	J. M. Brown-Jeanne Kelly	(F)	7/26/40	b8/17/40
South to Karanga (D)	59..	C. Bickford-L. Deste	(F)	8/2/40	b8/19/40
West of Carson City (W)	55..	J. M. Brown-Bob Baker	(F)	1/19/40	b5/11/40
When the Daltons Rode (W-D)	80..	Kay Francis-Randolph Scott	(F)	8/23/40	b8/3/40
You're Not So Tough (D)	72..	Dead End Kids-Nan Grey	(F)	7/26/40	b6/1/40
Zanzibar (D)	72..	Lola Lane-James Craig	(F)	3/8/40	b3/30/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Argentine Nights (C)	73..	Ritz Brothers-Andrews Sisters	(F)	9/6/40	b9/7/40
Bank Dick (C)	74..	W. C. Fields-Una Merkel	(F)	11/29/40	b12/7/40
Devil's Pipeline (D)	65..	Richard Arlen-Andy Devine	(F)	11/1/40	bll/16/40
Diamond Frontier (D)	71..	Victor McLaglen-John Loder	(F)	10/4/40	bl0/12/40
Fugitive, The (D)	75..	Ralph Richardson-Diana Wynyard	(A)	9/20/40	b6/22/40
Give Us Wings (D)	69..	Billy Halop-Huntz Hall	(F)	12/20/40	bll/16/40
Hired Wife (C)	95..	Rosalind Russell-Brian Aherne	(A)	9/13/40	b9/14/40
I'm Nobody's Sweetheart Now (C)	62..	Helen Parrish-Dennis O'Keefe	(F)	11/1/40	b8/10/40
Invisible Woman (D)	72..	John Barrymore-Virginia Bruce	(A)	12/27/40	bl/4/41
Law and Order (W)	57..	J. M. Brown-Fuzzy Knight	(F)	10/18/40	bll/30/40
Leather Pushers (D)	64..	Andy Devine-Richard Arlen	(F)	9/13/40	b9/7/40

UNIVERSAL

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Little Bit of Heaven (C)	87..	Gloria Jean-R. Stack-Nan Grey	(F)	10/11/40	bl0/12/40
Lucky Devils (D)	64..	Richard Arlen-Andy Devine	(F)	1/3/41	bl2/28/40
Margie (C)	59..	Tom Brown-Nan Grey-M. Auer	(F)	12/6/40	b9/21/40
Meet the Wildcat (D)	63..	Margaret Lindsay-Ralph Bellamy	(F)	11/22/40	bl0/12/40
Mummy's Hand (D)	67..	Dick Foran-Wallace Ford	(A)	9/20/40	b8/31/40
One Night in the Tropics (C)	82..	Allan Jones-Nancy Kelly	(F)	11/15/40	bll/2/40
Pony Post (W)	59..	Johnny Mack Brown	(F)	11/8/40	b12/21/40
Ragtime Cowboy Joe (W)	58..	J. Mack Brown-Fuzzy Knight	(F)	9/20/40	bl0/5/40
Sandy Gets Her Man (C)	65..	Baby Sandy-S. Erwin-Una Merkel	(F)	11/8/40	bll/2/40
Seven Sinners (D)	84..	Marlene Dietrich-John Wayne	(A)	10/25/40	bll/2/40
Slightly Tempted (C)	61	Hugh Herbert-Johnny Downs	(F)	10/18/40	b8/10/40
Spring Parade (Mu)	90	Deanna Durbin-Rob't. Cummings	(F)	9/27/40	b9/28/40
Trail of the Vigilantes (W-C)	75..	Franchot Tone-Crawford-Devine	(F)	12/13/40	b12/14/40
Where Did You Get That Girl? (Mu-C)	67..	Helen Parrish-Chas. Lang	(F)	1/3/41	bl2/28/40

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Back Street (D)		Chas. Boyer-M. Sullavan		1/24/41	In Prod.
Boss of Bullion City (W)		J. M. Brown-Fuzzy Knight		1/10/41	a9/14/40
Buck Privates		Abbott & Costello-Andrews Sisters		.....	In Prod.
Bury Me Not on the Lone Prairie (W)		J. M. Brown-Fuzzy Knight		.....	al2/12/40
Dangerous Game (D) (Former title, "Who Killed Doc Robin?")		Richard Arlen-Andy Devine		3/7/41	al0/19/40
Dark Streets of Cairo (D)	58..	Sigrid Gurie-Ralph Byrd	(F)	2/14/41	bl2/7/40
Meet the Chump (C)		Hugh Herbert-Lewis Howard		2/7/41	In Prod.
Mysterious Dr. R		Frank Albertson-Lon Chaney, Jr.		.....	al2/21/40
Nice Girl (Mu-C)		Deanna Durbin-Franchot Tone		2/21/41	In Prod.
San Francisco Docks (D)	65..	Burgess Meredith-Irene Hervey	(A)	1/10/41	bl2/7/40
Six Lessons From Madame La Zonga		Lupe Velez-Leon Errol		.....	In Prod.

WARNER BROS.

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
All This and Heaven Too (D)	143..	Bette Davis-Charles Boyer	(A)	7/13/40	b6/22/40
Angel from Texas (C)	69..	Albert-Wyman-Reagan	(F)	4/27/40	b4/13/40
British Intelligence (D)	62..	Boris Karloff-Margaret Lindsay	(A)	1/20/40	bl/13/40
Brother Orchid (C-D)	90..	E. G. Robinson-Sothern-Bellamy	(F)	6/8/40	b6/1/40
Brother Rat and a Baby (C)	87..	Wayne Morris-Priscilla Lane	(F)	1/13/40	bl/6/40
Calling Philo Vance (My)	62..	James Stephenson	(F)	2/3/40	b2/3/40
Castle on the Hudson (D)	76..	Garfield-O'Brien-Sheridan	(A)	2/17/40	b3/2/40
Child Is Born (D)	79..	Geraldine Fitzgerald-J. Lynn	(A)	1/6/40	b9/9/39
Dr. Ehrlich's Magic Bullet (D)	102..	Edw. G. Robinson-Ruth Gordon	(A)	3/2/40	b2/10/40
Fighting 69th (D)	90..	James Cagney-Pat O'Brien	(A)	1/27/40	bl/6/40
Flight Angels (D)	74..	Ralph Bellamy-Dennis Morgan	(F)	5/18/40	b5/11/40
Flowing Gold (D)	82..	Pat O'Brien-John Garfield	(A)	8/24/40	b8/24/40
Fugitive from Justice (D)	53..	Roger Pryor-Lucille Fairbanks	(A)	6/15/40	b6/8/40
Gambling on the High Seas (D)	58..	Wayne Morris-Jane Wyman	(F)	6/22/40	b2/24/40
Granny Get Your Gun (D)	56..	May Robson-Harry Davenport	(F)	2/10/40	bl/6/40
It All Came True (D)	97..	Ann Sheridan-Jeffrey Lynn	(A)	4/6/40	b3/23/40
King of Lumberjacks (D)	61..	John Payne-Gloria Dickson	(F)	4/13/40	b2/24/40
Ladies Must Live (C)	59..	Rosemary Lane-Wayne Morris	(F)	7/20/40	b8/24/40
Man Who Talked Too Much (D)	75..	Geo. Brent-Virginia Bruce	(A)	7/6/40	b6/29/40
Money and the Woman (D)	65..	Jeffrey Lynn-Brenda Marshall	(F)	8/17/40	b8/17/40
Murder in the Air (D)	55..	Ronald Reagan-Lya Lys	(F)	8/1/40	b2/24/40
My Love Came Back (C-D)	85..	De Havilland-J. Lynn-J. Wyman	(F)	7/20/40	b6/29/40
River's End (D)	70..	Dennis Morgan-George Tobias	(F)	8/10/40	b8/24/40
Saturday's Children (D)	101..	John Garfield-Anne Shirley	(F)	5/11/40	b4/13/40
Sea Hawk (D)	127..	Flynn-Marshall-Crisp	(F)	8/31/40	b7/20/40
Tear Gas Squad (D)	58..	D. Morgan-J. Payne-G. Dickson	(F)	5/4/40	b3/23/40
They Drive by Night (D)	93..	Raft-Sheridan-Bogart	(A)	8/3/40	b7/13/40
Three Cheers for the Irish (C-D)	100..	Priscilla Lane-Dennis Morgan	(F)	3/16/40	b3/9/40
'Til We Meet Again (D)	100..	Merle Oberon-George Brent	(F)	4/20/40	b4/6/40
Torrid Zone (D)	88..	Cagney-O'Brien-Sheridan	(A)	5/25/40	b5/11/40
Virginia City (H-W)	121..	Flynn-Hopkins-Scott	(F)	3/23/40	b3/23/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Always a Bride (C)	58..	Rosemary Lane-George Reeves	(F)	11/2/40	bll/30/40
Calling All Husbands (C)	64..	Geo. Tobias-Lucille Fairbanks	(F)	9/7/40	b8/31/40
City for Conquest (D)	105..	James Cagney-Ann Sheridan	(A)	9/21/40	b9/14/40
Dispatch from Reuters (D)	88..	Robinson-Albert-Basserman	(F)	10/19/40	b9/21/40
East of the River (D)	74..	John Garfield-Brenda Marshall	(A)	11/9/40	bll/2/40
Father Is a Prince (C)	62..	Grant Mitchell-Nana Bryant	(A)	10/12/40	bl0/12/40
Four Mothers (D)	86..	Lane Sisters-G. Page-J. Lynn	(F)	12/21/40	Reissued
Here Comes the Navy (D)	86	James Cagney-Pat O'Brien	(F)	1/4/41	bl2/21/40
Knute Rockne—All American (D)	93..	Pat O'Brien-Ronald Reagan	(F)	10/5/40	bl0/12/40
Lady with Red Hair (D)	81..	Miriam Hopkins-Richard Ainley	(A)	11/30/40	bll/16/40
Letter The (D)	101..	Bette Davis-Herbert Marshall	(A)	11/23/40	bll/16/40
No Time for Comedy (C)	96..	J. Stewart-R. Russell-C. Ruggles	(A)	9/14/40	b9/7/40
Santa Fe Trail (D)	110..	Flynn-de Havilland-Massey	(F)	12/28/40	bl2/28/40
She Couldn't Say No (C)	63..	Roger Pryor-Eve Arden	(F)	12/7/40	bl2/28/40
South of Suez (D)	86..	Geo. Brent-Lee Patrick	(F)	11/16/40	bl2/7/40
Tugboat Annie Sails Again (C)	77..	Marjorie Rambeau-Alan Hale	(F)	10/26/40	bl0/19/40

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Case of the Black Parrot (My)		Wm. Lundigan-Maris Wrixon		1/11/41	all/16/40
Father's Son (D)	58..	John Litel-Billy Dawson	(F)	.....	bl/4/41
Flight From Destiny (D)	70..	Thos. Mitchell-Jeffrey Lynn	(A)	.....	bl2/28/40
Footsteps in the Dark (D)		Errol Flynn-Brenda Marshall		.....	all/30/40
Great Lie (D)		Bette Davis-Geo. Brent		.....	a12/21/40
Here Comes Happiness (D)		Mildred Coles-Richard Ainley		.....	al/4/41
High Sierra (D)		Humphrey Bogart-Ida Lupino		1/25/41	al0/5/40
Honeymoon for Three		George Brent-Ann Sheridan		1/18/41	a9/21/40
Knockout (D)		Arthur Kennedy-Olympe Bradna		.....	a12/21/40
Meet John Doe		Gary Cooper-Barbara Stanwyck		.....	In Prod.
Miss Wheelwright Discovers America		Priscilla Lane-Ronald Reagan		.....	In Prod.
Murder on the Second Floor (My)		Maris Wrixon-Wm. Lundigan		.....	In Prod.
Sea Wolf (D)		Robinson-Garfield-Lupino		.....	all/30/40
She Stayed Kissed		Dennis Morgan-Jane Wyatt		.....	In Prod.
Strawberry Blonde		Jas. Cagney-Olivia de Havilland		.....	In Prod.
Stuff of Heroes (C)		Eddie Albert-Joan Leslie		.....	a12/21/40
Wagons Roll at Night (D) (Former title "Carnival")		Humphrey Bogart-Sylvia Sidney		.....	all/2/40
Winged Victory		G. Fitzgerald-Jas. Stephenson		.....	In Prod.

MISCELLANEOUS

Title	Mins.	Stars		Rel. Date	See Issue of
Adolescence (D)	80..	Leon Janney-Eleanor Hunt	(A)	Select	bl2/21/40
Bad Boy (D)	66..	Johnny Downs-Rosalind Keith	(F)	Atlas	bl/27/40
Buried Alive (D)	74..	Beverly Roberts-Rob't Wilcox	(A)	Producers	bl/13/40
Captain Moonlight (D)	60..	John Garrick-Winifred Shotter	(A)	Atlas	b4/27/40
Face at the Window (My)	65..	Tod Slaughter-Marjorie Taylor	(A)	Ziehm	bl0/19/40
George Washington Carver (D)	69..	G. W. Carver-B. Washington III	(A)	St. George	b4/13/40
Hidden Menace (D)	56..	Otto Kruger-Gertrude Michael	(F)	Alliance	b4/13/40
Hold That Woman (C-D)	65..	James Dunn-Frances Gifford	(F)	Producers	b8/3/40
Human Beast (D) (French)	79..	Jean Gabin-Simone Simon	(A)	Juno	b4/24/40
Invisible Killer (D)	63..	Grace Bradley-Roland Drew	(F)	Producers	b2/10/40
Leopard Men of Africa (T)	65..	Natives and animals	(A)	Select	b7/6/40
Let George Do It (C)	72..	Geo. Formby-Phyllis Calvert	(F)	Film All	bl0/26/40
Lilac Domino (Mu)	95..	Michael Bartlett-June Knight	(F)	Select	bl2/14/40
Louise (Opera) (French)	72..	Grace Moore	(A)	Mayer-Burstyn	b2/10/40
Mad Youth (D)	60..	Mary Ainslee-Betty Compson	(A)	Atlas	b5/25/40
Mercy Plane (D)	60..	James Dunn	(F)	Producers	b6/8/40
Misbehaving Husbands (C)	65..	Harry Langdon-Betty Blythe	(F)	Producers	bl2/14/40
Murder in the Night (D)	58..	Jack LaRue-Sandra Storme	(A)	Film All	b7/20/40
Overnight (D)	66..	Robert Donat-Pearl Argyle	(F)	Mundus	b6/8/40
Son of Ingagi (D)	66..	Alfred Grant-Daisy Bufford	(A)	Sack	bl/20/40
Torso Murder Mystery (My)	70..	Bruce Cabot-Marta Labarr	(A)	Ziehm	bl0/19/40

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

Shorts Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Doughnuts	Shirley Temple	19	Reissued
Managed Money	Shirley Temple	20	Reissued
Merrily Yours	Shirley Temple	20	Reissued
Mother, The		10	Reissued
Pardon My Pups	Shirley Temple	19	Reissued
Somewhere on the Western Front		9	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1939-40

ALL STAR COMEDIES (18)

All American Blondes	Fair	17	11/11/39
Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
Awful Goof		19	Not Rev.
Boobs in the Woods	Funny	16	6/15/40
Fireman Save My Choo Choo	Blah	17	8/31/40
Glove Slingers	Good Slapstick	18	1/ 6/40
Heckler	Fairly Funny	18	2/24/40
His Bridal Fright		18	Not Rev.
Mr. Clyde Goes to Broadway		18	Not Rev.
Money Squawks		18	Not Rev.
Nothing But Pleasure	Amusing	18	2/17/40
Pardon My Berth Marks	Filler	18	3/16/40
Skinny the Moocher	Funny	16½	9/ 2/39
South of the Boudoir	Good Slapstick	18½	6/15/40
Static in the Attic	Funny	20	9/ 2/39
Taming of the Snood		18	Not Rev.
Teacher's Pest	Fairly Funny	18	8/12/39
You're Next	Poor	18	6/15/40

CINESCOPES (6)

Berth of a Queen	Interesting	11	4/20/40
Fashion Takes a Holiday	Feminine Appeal	11	3/16/40
Odd Vocations		10	Not Rev.
Squadron 992		8½	Not Rev.
Threads of a Nation	Interesting	11	2/24/40
World of 1960	Interesting	10	1/ 6/40

COLUMBIA TOURS (6)

Beautiful Switzerland	Average	10	12/30/39
Historic Cities of India		10	Not Rev.
Holland and the Zuyder Zee	Interesting	10	9/16/39
In the Land of the Pagodas		10	Not Rev.
Life in Paris		10	Not Rev.
New Hampshire	Good Travel Film	11	3/16/40
Pleasurebound in Canada		10	Not Rev.
Unveiling Algeria	Fair	10	4/20/40

COLOR RHAPSODIES (16) (Tech.)

Blackboard Review		7	Not Rev.
Boy, a Gun and Birds	Fair	7	1/ 6/40
Crop Chasers	Good	7½	10/14/39
Dreams On Ice	Cute	7	10/14/39
Egg Hunt	Cute	7½	6/15/40
Greyhound and the Rabbit	Filler	7	4/20/40
Happy Tots' Expedition		6½	Not Rev.
Jitterbug Knights	Fair	7	9/ 9/39
Mother Goose In Swing-Time		7	Not Rev.
Mountain Ears	Cute	7	10/14/39
Timid Pup	Too Tame	7	8/31/40
Ye Olde Swap Shoppe		7	Not Rev.

COMMUNITY SINGS (10)

College Songs		10	Not Rev.
Crosby Hit Songs		9	Not Rev.
Gypsy Songs	Very Good	10	2/17/40
Medley of Hits		10	Not Rev.
Old Time Songs		9½	Not Rev.
Stephen Foster Songs		10	Not Rev.
Topical Songs		10	Not Rev.

FABLES CARTOONS (6)

Barnyard Babies		6	Not Rev.
Little Lost Sheep	Fair	7	9/16/39
Park Your Baby	Average	7	2/24/40
Peep in the Deep	Routine	7	8/31/40
Pooch Parade		7	Not Rev.
Practice Makes Perfect	Dull	6	4/20/40

FOOLS WHO MADE HISTORY (6)

Story of Charles Goodyear	Excellent	10	10/21/39
Story of Elias Howe	Excellent	11	9/16/39

HAPPY HOUR

Book of Books	Outstanding	10	11/18/39
Building of Boys	Noteworthy	10	10/21/39

MOMENTS OF COMEDY (6)

PALS AND PETS (6)

PHANTASIES CARTOONS (10)

Charm Bracelet		6½	Not Rev.
Fish Follies		6	Not Rev.
Man of Tin		7	Not Rev.
Millionaire Hobo		6½	Not Rev.
Mouse Exterminator	Fair	6½	1/27/39
News Oddities		6½	Not Rev.

SCREEN SNAPSHOTS (12)

No. 1 Art of Make-up	Very Good	10	10/14/39
No. 2 Training Animal Stars	Above Average	10	11/11/39
No. 3 Novelty Parties		10	Not Rev.
No. 4 Trip Thru Studios		10	Not Rev.
No. 5 Art in Hollywood	Fan Appeal	11	3/16/40
No. 6 Hollywood Recreations	Good	10	4/20/40
No. 7 Wardrobe Designers		10	Not Rev.
No. 8 Cowboy Jubilee		10	Not Rev.
No. 9 Ken Murray	Just Fair	10	7/20/40
No. 10 Jack Oakie	So So	9	8/31/40

COLUMBIA 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of

STOOGE COMEDIES (8)

A Plumbing We Will Go		18	Not Rev.
Calling All Curs	Good Slapstick	18	8/12/39
How High Is Up	Grand Slams	16	7/20/40
Nutty But Nice		17	Not Rev.
Oily To Bed, Oily To Rise	Swell Slapstick	18	9/16/39
Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
Three Sappy People		18½	Not Rev.
You Nazty Spy!	Swell Satire	18	2/10/40

WASHINGTON PARADE (6)

Archives		11	Not Rev.
Inside the F.B.I.		11	Not Rev.
Our National Defense		10	Not Rev.
Smithsonian Institution	Exceptional	11	11/11/39
Social Security	Interesting	11	6/15/40
U. S. Treasury	Excellent	10	2/10/40

WORLD OF SPORTS (12)

Bows and Arrows	Very Good	10	10/21/39
Canvass Capers		10	Not Rev.
Fishing In Hawaii		11	Not Rev.
Flying Targets	For Sportsmen	10	3/16/40
Jai Alai	Good	9	12/30/39
Rough House Fiesta		10	Not Rev.
Saving Strokes With Sam Snead		10	Not Rev.
Skiing Technique		10	Not Rev.
Sport of Kings	Satisfactory	10	6/15/40
Tomorrow's Stars	Good	10	4/27/40

1940-41

ALL STAR COMEDIES (18)

Blondes and Blunders	Silly	16	11/30/40
Bundle of Bliss		17	Not Rev.
Cold Turkey		18	10/12/40
His Ex Marks the Spot		18	Not Rev.
Pleased to Mitt You		18	Not Rev.
Spook Speaks	Fairly Amusing	18	10/12/40

CINESCOPES (10)

Floating Elephants	Timely and Good	8	10/12/40
Hobby Lobby	Excellent	12	9/21/40
Nice Work, If you Can Do It	Fair	10	11/23/40
Unique Industry		9	Not Rev.

COLOR RHAPSODIES (16) (Tech.)

Helping Paw		7	Not Rev.
Mad Hatter		7	Not Rev.
Mr. Elephant Goes to Town		8	Not Rev.
Tangled Television	Good	7½	10/12/40
Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

Beautiful British Columbia		10	Not Rev.
Historic Virginia		11	Not Rev.
Islands of the West Indies	Satisfactory	10	11/23/40
Old and New Arizona		10	Not Rev.
Savoy in the Alps	Poor Timing	11	11/23/40
Sojourn in Havana	Interesting	9	11/30/40

COMMUNITY SINGS (10)

Jolly Tunes		9	Not Rev.
Melodies That Linger		10	Not Rev.
Popular Love Songs		9	Not Rev.
No. 5	Depends	9	11/23/40

FABLES CARTOONS (8)

Farmer Tom Thumb	Good	7	10/12/40
Mouse Meets Lion	Poor	6	11/23/40
Paunch and Judy		6	Not Rev.

HOW'S YOUR I. Q. (6)

Take It Or Leave It	Funny	11½	11/30/40

NEW YORK PARADE (6)

PHANTASIES CARTOONS (8)

Happy Holidays		6	Not Rev.
Schoolboy Dreams	Cute	7	10/12/40
Tom Thumb's Brother		6	Not Rev.
Wallflower		6	Not Rev.

SCREEN SNAPSHOTS (12)

No. 1 (Ken Murray)		10	11/30/40
No. 2 (Don Wilson)	Very Good	10	11/23/40
No. 3 (Ken Murray)	One of the Best	9	Not Rev.
No. 4 (Bob Hope)		10	Not Rev.

STOOGE COMEDIES (8)

Cookoo Cavaliers	Silly	17	11/30/40
From Nurse to Worse	A Dud	17	8/31/40
No Census, No Feeling		18	Not Rev.

WASHINGTON PARADE (6)

The Mint		10	Not Rev.
Naval Academy		10	Not Rev.
West Point		10	Not Rev.

WORLD OF SPORTS (12)

Ali the Giant Killer		9	Not Rev.
Hunting Wild Deer	Fair	9	11/30/40
Master of Cue	For Billiard Fans	10	10/12/40

MGM 1939-40

	Comment	Running Time	Reviewed Issue Of

CARTOONS (18) (Tech.)

Bookworm Turns	Average	8	7/27/40
Fishing Bear	Clever	8	2/ 3/40
Gallopin' Gals	Excellent	8	11/ 9/40
Homeless Flea	Cute	8	11/ 9/40
Home on the Range	Cute	9	3/ 3/40
Mad Maestro	Good	8	1/20/40
Milky Way	Cute	8	7/ 6/40
Papa Gets the Bird	Cute	8	9/28/40
Peace on Earth	Definitely a "Must"	8	12/ 9/39
Puss Gets the Boot	Good	9	3/ 9/40
Rainy Day		8	Not Rev.
Romeo in Rhythm	Misses Fire	8	9/ 7/40
Swing Social	Clever	8	6/ 1/40
Tom Turkey and His Harmonica Humdinger	Fair	7	7/27/40

CRIME DOESN'T PAY (6)

Buyer Beware	Excellent	20	9/ 7/40
Jack Pot	One of the Best	19	3/30/40
Know Your Money	Excellent	21	2/ 3/40
Pound Foolish	Excellent	20	1/20/40
Soak the Old	Very Good	20	9/28/40
Women In Hiding	Excellent	22	7/ 6/40

METROSCOPIX (1)—NOT MADE

CAREY WILSON MINIATURES (9)

Ashcan Fleet	Excellent	11	10/ 7/39
Door Will Open	Unusual	11	3/30/40
Failure at Fifty	Excellent	10	10/28/39
Mendelssohn's Wedding March	For Romanticists	11	11/25/39
Miracle at Lourdes	Excellent	11	1/20/40
Old South	Interesting	10	2/ 3/40
Rumba Rhythm	Entertaining	10	9/ 2/39
Servant of Mankind	A Trailer	9	6/ 1/40
Where Turf Meets Surf	Fair	10	2/ 3/40

OUR GANG (8)

Alfalfa's Double	Chucklesome	11	2/ 3/40
All About Hash	Fair	11	6/ 1/40
Big Premiere	Poor	10	3/30/40
Bubbling Troubles	Has Laughs	11	7/ 6/40
Captain Spanky's Showboat	Funny	10	10/14/39
Dad For a Day	Good	11	11/25/39
New Pupil	Poor	11	4/27/40
Time Out for Lessons	Fair	11	12/23/39

JOHN NESBITT PASSING PARADE (8)

Baron and the Rose	Excellent	11	9/28/40
Dreams	Interesting	10	12/ 7/40
Forgotten Victory	Interesting	9	12/30/39
Hidden Master	Fair	10	4/27/40
Trifles of Importance	Very Good	10	7/27/40
Utopia of Death	Interesting	10	11/ 9/40
Way in the Wilderness	Fine	10	7/ 6/40
XXX Medico	Excellent	10	4/27/40

PETE SMITH SPECIALTIES (13)

Cat College	Excellent	10	7/27/40
Domineering Male	Excellent	10	3/30/40
Football Thrills of 1939	For Grid Fans	10	9/28/40
Let's Talk Turkey	Swell	10	11/25/39
Maintain the Right	Very Good	10	1/20/40
Please Answer	Very Good	9	9/ 7/40
Romance of the Potato	Good	9	12/23/39
Ski Birds	Excellent	8	11/25/39
Social Sea Lions	Novel	9	7/27/40
Spots Before Your Eyes	Excellent	10	6/ 1/40
Stuffie	Swell	11	3/ 9/40
What's Your I.Q.?	Good	7½	3/ 9/40
What's Your I.Q.? No. 2	Good	9	7/ 6/40

ROBERT BENCHLEY (4)

Day of Rest	Funny	10	10/28/39
Home Movies	A Howl	9	3/ 9/40
See Your Doctor	Very Funny	8	12/23/39
That Inferior Feeling	Excellent	10	1/20/40

SPECIAL SUBJECTS

Flags Speaks	A Must	19	5/ 4/40
Northward Ho!	A Trailer	9	3/ 9/40

FITZPATRICK TRAVELTALKS (12) (Tech.)

Calling on Colombia	Standard	8	4/27/40
Day on Treasure Island	Colorful	10	9/ 9/39
Land of Alaska Nellie	Good	10	1/27/40
Modern New Orleans	Interesting	9	6/ 1/40
Natural Wonders of Washington State	Okay	10	10/28/39
Night Descends on Treasure Island	Fair	9	3/ 9/40
Old Natchez	Good	9	2/ 3/40
Quaint St. Augustine	Charming	9	11/25/39
Seattle, Gateway to the Northwest	Standard	9	3/30/40
Sitka and Juneau	Interesting	9	4/27/40
Suva, Pride of Fiji	Pleasing	9	6/ 1/40
Valiant Venezuela	Standard	9	12/23/39

MGM 1940-41

	Comment	Running Time	Reviewed Issue Of
CARTOONS (18) (Tech.)			
Lonesome Stranger	Excellent	9	12/ 7/40
Mrs. Ladybug	Excellent	8	1/ 4/41
CRIME DOESN'T PAY (6)			
Eyes of the Navy	Excellent	22	10/19/40
You the People	Excellent	21	1/ 4/41
MINIATURES (10)			
Great Meddler	Very Good	10	1/ 4/41
Rodeo Dough	Very Good	10	12/ 7/40
OUR GANG (9)			
Goin' Fishin'	Standard	10	11/ 9/40
Good Bad Boys	Good	11	9/ 7/40
Kiddie Cure	Good Gang	11	12/ 7/40
Waldo's Last Stand	Flimsy	10	11/ 9/40
PASSING PARADE (9)			
American Spoken Here	Excellent	10	12/ 7/40
PETE SMITH SPECIALTIES (14)			
Quicker'n a Wink	Excellent	10	11/ 9/40
Sea For Yourself	Holds Interest	10	1/ 4/41
Wedding Bills	Very Good	10	12/ 7/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
Alluring Alaska		10	Not Rev.
Beautiful Bali	As Usual	10	12/ 7/40
Capital City	Fair	9	9/ 7/40
Cavalcade of San Francisco	Too Late	9	9/28/40
Glimpses of Kentucky		10	Not Rev.
Glimpses of Washington State		10	Not Rev.
Haiti, Land of Dark Majesty		10	Not Rev.
Mediterranean Ports of Call		10	Not Rev.
Old New Mexico	Fair	10	11/ 9/40
Old New Orleans	As Usual	10	1/ 4/41
Red Men on Parade		10	Not Rev.
Yosemite the Magnificent		10	Not Rev.

PARAMOUNT 1939-40

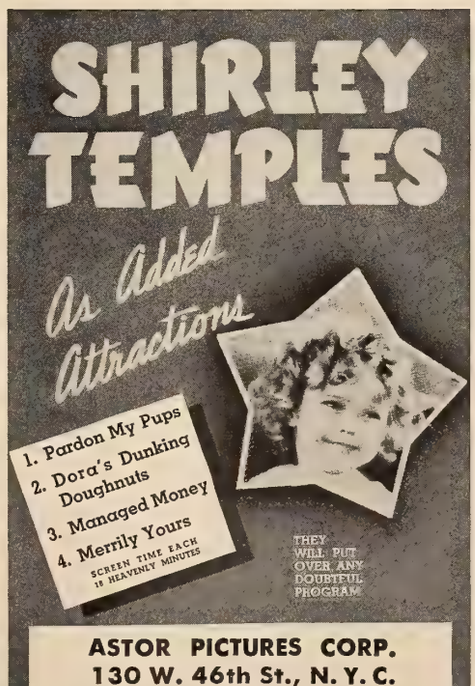
	Comment	Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)			
Ants in the Plants	Good	7	3/23/40
Fresh Vegetables Mystery	Clever	7	10/21/39
Snubbed by a Snob	Cute	7	5/18/40
Kick in Time	Good	7	2/24/40
Little Lambkin	Cute	7	8/17/40
You Can't Shoe a Horsefly	Cute	7	8/24/40
COLOR CRUISES (7)			
Argentina		10	Not Rev.
Chile	Fair Travelogue	10	12/16/39
Cuba		10	Not Rev.
Ecuador	Fair	10	9/16/39
Isle of Columbus		10	Not Rev.
Pacific Paradise	Interesting	10	7/13/40
Peru	Average	10	10/21/39
HEADLINERS (10)			
Artie Shaw's Class in Swing	For Swing Fans Only	10	8/26/39
Blue Barron & Orch.	Good	10	6/ 8/40
Frankie Masters and His Orchestra	Entertaining	11	1/20/40
Have You Met Yvette?	Good	10	5/ 4/40
Here's Hal	Average Band Number	10	12/16/39
Jimmy Dorsey & Orch.	Snappy	10	2/24/40
Moments of Charm of 1940	Very Good	11	11/ 4/39
George Olsen and His Music	Peppy	10	3/23/40
Ted Fio Rito & Orch.	Good	11	11/11/39
Pinky Tomlin & Orch.	Entertaining	11	8/17/40
PARAGRAPHICS (10)			
Bits of Life	Misses Fire	11	12/16/39
Busy Little Bears	Splendid	10	11/11/39
Dangerous Dollars	Informative	11	7/13/40
Not So Dumb	Excellent	10	3/23/40
Pictorial	Interesting	10	2/24/40
Pictorial No. 2	Satisfactory Filler	10	8/24/40
Public Hobby No. 1	Stamp-endous	10	9/ 2/39
Sugar Wind	Good	10	2/ 3/40
Television Preview	Interesting	10	5/18/40
Touchdown Review	Good Resume	10	1/27/40
POPEYE (12)			
Doing Impossikible Stunts	Good	7	8/17/40
Females Is Fickle	Good	7	3/23/40
Fightin' Pals		7	Not Rev.
Me Feelin's Is Hurt	Fair	7	5/ 4/40
Never Sock a Baby	Good	6	11/18/39
Nurse Mates	Fair	7	7/13/40
Onion Pacific	Satisfactory	7	6/ 8/40
Puttin' On the Act	Poor	7	8/24/40
Shakespearian Spinach	Funny	7	2/ 3/40
Stealin' Ain't Honest	Average	7	5/ 4/40
Wimmin Hadn't Oughta Drive	Excellent	7	8/24/40
Women Is a Myskery	Funny	7	6/ 8/40
POPULAR SCIENCE (6)			
No. 1	Very Good	10	9/23/39
No. 2	Very Interesting	10	11/25/39
No. 3	Interesting	10	1/27/40
No. 4	Exceptionally Interest'g	10	2/24/40
No. 5	Very Good	10	5/ 4/40
No. 6	Good	11	7/13/40
SPORTLIGHTS (13)			
Aqua-Rhythm	Good	10	11/18/39
Blue Streak	Excellent	10	5/ 4/40
Bowling Skill	Very Good	10	2/ 3/40
Catching Whoppers	Thrilling	10	9/23/39
Cradle of Champions	Excellent	10	6/15/40
Dog Is Born	Excellent	10	11/ 4/39
Desert Adventure	Excellent	10	9/23/39
Human Fish	Excellent	10	2/24/40
Hydro-Maniacs	Exciting	10	8/26/39
Judo Experts	Excellent	10	1/20/40
Playmates of the Wild	Unique	10	5/18/40
Sink or Swim	Very Good	10	7/13/40
Two of a Kind	Fine	10	3/23/40

PARAMOUNT 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
STONE AGE CARTOONS (12)			
Foul Ball Player	Fair	7	6/ 8/40
Fulla Bluff Man	Fair	7	8/24/40
Granite Hotel	Good	7	5/18/40
Springtime in the Rockage		7	Not Rev.
Ugly Dino	Cute	7	7/13/40
Pedagological Institution		7	Not Rev.
Way Back When a Nag Was Only a Horse	Okay	7	3/23/40
Way Back When a Night Club Was a Stick		7	Not Rev.
Way Back When a Razzberry Was a Fruit	Fair	7	8/16/40
Way Back When a Triangle Had Its Points	Fair	7	2/24/40
Way Back When Women Had Their Weigh		7	Not Rev.
Wedding Belts		7	Not Rev.
SYMPHONIC (3)			
Blue Danube Waltz	Glorious Music	10	10/21/39
Merry Wives of Windsor	For Music Lovers	9	11/11/39
William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	11	10/14/39
No. 2	Fairly Interesting	11	12/16/39
No. 3	Good	11	2/ 3/40
No. 4	Interesting	10	5/ 4/40
No. 5	Good	10	5/18/40
No. 6	Interesting	10	8/16/40

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	Comment	Running Time	Reviewed Issue Of
ANIMATED ANTICS (10)			
Bring Himself Back Alive	Good	7	12/21/40
Dandy Lion	Poor	7	10/ 5/40
Mommy Loves Poppy	Average	7	11/23/40
Sneak, Snoop and Snitch	Fair	7	11/23/40
FASCINATING JOURNEYS (6) (Tech.)			
Indian Temples		10	Not Rev.
River Thames—Yesterday	Beautiful	10	11/23/40
Sacred Ganges		10	Not Rev.
GABBY CARTOONS (8) (Tech.)			
All's Well		7	Not Rev.
Constable	Satisfactory	7	11/23/40
King For a Day	Fair	7	10/26/40
Two for the Zoo		7	Not Rev.
Spunky's Diet		7	Not Rev.
HEADLINERS (8)			
Listen to Larry	Satisfactory	10	11/ 2/40
Johnnie Messner & Orch.	Fair	11	12/21/40
Moments of Charm of 1941 (Tech.)	Pretty	10	10/ 5/40
PARAGRAPHICS (6)			
Nature's Nursery	Excellent	10	11/ 2/40
Seeing Is Believing	Fair	11	12/ 7/40
POPEYE (12)			
Eugene, the Jeep	Funny	7	12/ 7/40
My Pop, My Pop	Amusing	7	11/ 2/40
Popeye Meets William Tell	Funny	7	10/ 5/40
Problem Pappy		7	Not Rev.
Quiet Pleeze		7	Not Rev.
With Poopdeck Pappy	Entertaining	7	12/ 7/40



PARAMOUNT 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of
POPULAR SCIENCE (6)			
No. 1	Good	10	10/ 5/40
No. 2	Interesting	10	11/23/40
No. 3	Interesting	10	12/21/40
PUPPETOONS (6) (Tech.)			
ROBERT BENCHLEY (4)			
Trouble With Husbands	Great Fun	11	11/16/40
SPECIAL CARTOON (1) (Tech.)			
Raggedy Ann	Very Good	19	12/21/40
SPORTLIGHTS (13)			
Diving Demons	Beautiful Diving	10	10/ 5/40
Feminine Fitness	Very Good	10	12/21/40
Marine Round-up	Excellent	10	12/ 7/40
Motorcycle Stunting	Thrills Aplenty	10	11/23/40
Sporting Everglades	Very Good	10	10/26/40
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	10	10/ 5/40
No. 2	Interesting	10	12/ 7/40

RKO-RADIO 1939-40

	Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
Bill Poster	Very Good	8	5/25/40
Bone Trouble		9	Not Rev.
Donald's Dog Laundry	Very Funny	8	5/25/40
Donald's Vacation	A Scream	8	8/10/40
Fire Chief	Good	8	12/14/40
Goofy's Glider	Excellent	8	12/14/40
Mr. Duck Steps Out	Swell	8	5/25/40
Mr. Mouse Takes a Trip	Excellent	8	11/16/40
Officer Duck	A Scream	8	9/16/39
Pantry Pirate		8	Not Rev.
Pluto's Dream House	Excellent	8	9/14/40
Put-Put Troubles		7	Not Rev.
Riveters	A Howl	7	5/25/40
Tugboat Mickey	Excellent	8	5/25/40
Window Cleaners	A Scream	8	10/19/40
EDGAR KENNEDY (6)			
Act Your Age	Extremely Funny	18	10/ 7/39
Kennedy the Great		19	Not Rev.
Mutiny in the County		17	Not Rev.
Slightly at Sea		16	Not Rev.
'Taint Legal		16	Not Rev.
INFORMATION PLEASE (13)			
No. 1	Like Radio Program	11	9/30/39
No. 2	Entertaining	10	10/28/39
No. 3	Entertaining	10	11/18/39
No. 4	Very Good	11	12/23/39
No. 5	Good	11	2/10/40
No. 6	Very Good	10	2/17/40
No. 7	Entertaining	11	4/ 6/40
No. 8	Excellent	10	4/13/40
No. 9	Excellent	11	4/27/40
No. 10	Good	11	6/15/40
No. 11	Entertaining	11	6/15/40
No. 12	Willkie Appeal	10	7/13/40
No. 13	Amusing	9	8/10/40
LEON ERROL (6)			
Bested By a Beard		20	Not Rev.
Scrappily Married		20	Not Rev.
Truth Aches		19	Not Rev.
Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)			
Canada at War	Interesting	18	3/ 9/40
America's Youth—1940	Satisfactory	19	4/13/40
Philippines	Interesting	19	5/11/40
U. S. Navy	Good	19	6/ 8/40
Spoils of Conquest	Good	17	8/10/40
Gateway to Panama	Okay	20	8/24/40
RADIO FLASH (8)			
Blamed For a Blonde	Very Funny	19	10/ 7/39
Chicken Feed		18	Not Rev.
Coat Tales		18	Not Rev.
Goodness a Ghost		16	Not Rev.
Twincuplets		20	Not Rev.
RAY WHITLEY (8)			
Bandits and Ballads		17	Not Rev.
Coralling a School Marm	Good	20	8/10/40
Cupid Rides the Range	Very Good	18	9/16/39
Molly Cures a Cowboy		19	Not Rev.
REELISMS (13)			
Acres of Plenty	Very Good	9	11/ 4/39
Air Army	Timely	9	4/27/40
American Royal	Excellent	9	11/18/39
Hats		9	Not Rev.
Men of Muscle	Good	9	2/10/40
Navajoland	Very Good	10	2/10/40
Nevada Unlimited	Interesting	9	9/30/39
Siege	Startling	10	2/10/40
Stray Lamb	Unusual	8	6/15/40
Streamlined	Excellent	9	8/10/40
Vacation Diary	Exhilarating	10	2/17/40
Week End		9	Not Rev.
West Wall	Informative	10	12/23/39
SPORTSCOPES (13)			
Aquapoise	Swell	9	2/10/40
Arrow Points	Good Archery	8	9/14/40
Court Favorites	Interesting	10	4/27/40
Flycasting	Interesting	9	4/ 6/40
Gun Play	Fair	9	9/30/39
Hunting Hounds	Very Interesting	9	11/ 4/39
Hurdle Hoppers	Splendid	9	6/15/40
Ice Cutters	Good	9	11/ 4/39
Pennant Chasers	For Baseball Fans	9	4/ 6/40
Silent Wings	Interesting	10	6/15/40
Sky Game	Excellent	9	12/23/39
Trouble Shooter	For Golfers	9	9/14/40
Winter Playground	Splendid	9	12/ 9/39

RKO-RADIO 1940-41

	Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
EDGAR KENNEDY (6)			
Sunk by the Census	Funny	18	9/14/40
Trailer Tragedy	Funny	17	10/19/40
INFORMATION PLEASE (13)			
No. 1 (Anna Neagle)	Excellent	11	9/14/40
No. 2 (Ruth Gordon)	Good	10	10/19/40
No. 3 (Alice Marble)	Swell As Usual	10	11/16/40
No. 4 (Louis Bromfield)	Excellent	11	12/14/40
LEON ERROL (6)			
He Asked for It	Very Funny	18	9/14/40
Tattle Television	Funny	19	11/16/40
MARCH OF TIME (13)			
On Foreign Newsfronts	Fair	19	9/21/40
Britain's R.A.F.	Very Informative	18	10/ 5/40
Mexico	Timely and Informative	19	10/26/40
Arms and the Men—U.S.A.	Timely	19	11/23/40
Labor and Defense—1941	Excellent	19	12/21/40
RAY WHITLEY (4)			
Bar Buckaroos	Good	16	11/16/40
PICTURE PEOPLE (13)			
No. 1	Interesting	10	9/14/40
No. 2	Good	9	10/19/40
No. 3	Night Club Plug	10	11/16/40
No. 4	Good	10	12/14/40
SPECIAL SUBJECT			
Growing Up (Quins)	18..Wide Appeal	18	12/14/40
SPORTSCOPES (13)			
Kentucky Royalty	For Horse Lovers	9	10/19/40
Quail Quest	Good	9	9/14/40
Snow Fun	Exhilarating	9	12/14/40
Sportsman's Partner	For Dog Lovers	9	11/16/40

REPUBLIC

MEET THE STARS (12)			
Chinese Garden Festival	Good Starter	10	12/21/40

20th CENTURY-FOX 1939-40

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Conquering the Colorado	Exciting	11	8/19/39
Filming the Fleet	Exceptional	10	9/23/39
Sky Fighters	Excellent	10	12/ 9/39
Sanctuary of Seals	Unique	10	6/ 8/40
DRIBBLE PUSS PARADE—LEW LEHR (6)			
Cheerio My Dears		9	Not Rev.
Labor Savers	Amusing	9	3/30/40
Monkeys Is the Cwaziest People	Riot of Laughs	10	9/30/39
Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)			
For Going Places	Natural For Women	10	9/23/39
For Outdoors	Excellent	10	3/30/40
For Play Hours	Excellent	10	2/24/40
No. 8		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Aghileen Pinnacles	Excellent	11	10/14/39
Birthplace of Icebergs	Remarkable	11	8/19/39
Climbing the Spirit's Home	Interesting	10	3/30/40
Evergreen Empire	Interesting	10	9/23/39
Flying Stewardess		10	Not Rev.
Isles of the East	Excellent	9	6/ 1/40
Kangaroo Country	Interesting	10	12/ 9/39
Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)			
Action on Ice		10	Not Rev.
Big Game Fishing	Exciting	10	9/16/39
Clocking the Jockeys	Interesting	11	10/14/39
Following the Hounds	Outstanding (Tech.)	10	2/24/40
Over the Seven Seas	Fine	10	3/30/40
Top Notch Tennis	Good	10	2/24/40
TERRYTOONS (26) (10 in Tech.)			
All's Well That Ends Well	Fair	7	4/ 6/40
Catnip Capers	Good	7	6/ 8/40
Dog in a Mansion	Good	7	2/24/40
Edgar Runs Again	Very Good	7	2/24/40
First Robin (Tech.)		7	Not Rev.
Golden West	Clever	7	8/19/39
Hare and Hounds		7	Not Rev.
Harvest Time	Clever	7	2/24/40
Hitch-Hiker		7	Not Rev.
Hook, Line and Sinker (Tech.)		7	Not Rev.
Ice Pond		7	Not Rev.
It Must Be Love		7	Not Rev.
Just a Little Bull (Tech.)		7	Not Rev.
Love in a Cottage		7	Not Rev.
Much Ado About Nothing	Good	7	4/ 6/40
One Mouse in a Million	Fair	7	12/ 9/39
Orphan Duck (Tech.)	Diverting	7	10/14/39
Professor Offkeyski	Good	7	6/ 1/40
Rover's Rescue		7	Not Rev.
Rupert the Runt		7	Not Rev.
Sheep in the Meadow	Satisfactory	7	10/14/39
Swiss Ski Yodelers	Clever	7	6/ 1/40
Two Headed Giant (Tech.)	Good	7	8/19/39
Watch Dog		7	Not Rev.
Wicky Wacky Romance	Very Good	7	12/ 9/39
Wot's All the Shootin' For		7	Not Rev.

20th CENTURY-FOX 1940-41

	Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Midget Motor Mania	Unusual	10	10/12/40
FASHION FORECASTS (4) (Tech.) ANNOUNCED—NOT MADE			
LEW LEHR COMEDIES (4)			
Grunters and Groaners	Tiresome	10	8/10/40
Tale of Butch the Parrot		10	Not Rev.
MAGIC CARPET OF MOVIETONE (8)			
Eskimo Trails	Enlightening	10	8/10/40
Isle of Mystery		10	Not Rev.
Land of Flowers (Tech.)	Colorful	9	8/10/40
Old Dominion State	Very Good (Tech.)	10	11/30/40
RIPLEY'S BELIEVE IT OR NOT (4)			
Acquitted by the Sea	Excellent	10	10/12/40
SPORTS REVIEWS—THORGERSEN (6) (3 in Tech.)			
Bowling for Strikes	Great for Bowlers	10	10/12/40
Lure of the Trout (Tech.)	For Fly Casters	10	11/30/40
Vacation Time (Tech.)	OK	8	8/10/40
TERRYTOONS (26) (13 in Tech.)			
Bill Mouse's Akwakade (Tech.)	Excellent	7	8/10/40
Club Life in the Stone Age		7	Not Rev.
Happy Haunting Grounds		7	Not Rev.
How Wet Was My Ocean (Tech.)	Excellent	7	10/12/40
Landing of the Pilgrims (Tech.)	Good Now	7	11/30/40
Lucky Duck (Tech.)		7	Not Rev.
Magic Pencil	Poor	7	12/ 7/40
Plane Goofy (Tech.)	Fair	7	12/ 7/40
Snow Man		7	Not Rev.
Temperamental Lion (Tech.)		7	Not Rev.
Touchdown Demons	Amusing	7	10/ 5/40

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CARTUNES (13) WALTER LANTZ (Tech.)			
A-Haunting We Will Go	Pretty Good	7	7/15/39
Andy Panda Goes Fishing	Fair	9	2/10/40
Kittens' Mittens	Good	9	2/24/40
Life Begins For Andy Panda	Amusing	9	9/30/39
100 Pygmies and Andy Panda	Good	7½	5/11/40
Scrambled Eggs	Cute	8	12/30/39
Sleeping Princess	Good Fun	7	12/ 2/39
Tom Thumb, Jr.	Cute	8	4/ 6/40
GOING PLACES (15)			
Man-Made Jungle (66)		10	Not Rev.
In The Heart of Africa (67)	Very Good	9	10/21/39
Funny Birds—Here And There (68)	Excellent	9	10/21/39
Playground Of The Antilles (69)	Interesting	9	12/23/39
Delicacy On A Half Shell (70)	Very Good	9	12/30/39
Strange American Animals (No. 71)	Interesting	9	2/10/40
Rhodesia (No. 72)	Good	9	4/ 6/40
Working On The Railroads — The Country Goes To The Dogs (73)	Excellent	9	3/30/40
Barbados (No. 74)	Interesting	9	4/20/40
Death Valley (No. 75)	Fascinating	10	4/20/40
Pretzels—Goat Farms (76)	Good	9	5/11/40
Parlor Buckaroos (77)	Interesting	10	6/22/40
Curacao (No. 78)	Timely	9	6/22/40
Coast Of Curiosities (79)		9	Not Rev.
Down El Paso Way (80)		10	Not Rev.
MUSICALS (13)			
Boy Meets Joy	Good Diversion	20	9/ 2/39
Bullets and Ballads	Good	18	2/17/40
Folies Parisienne	Just Fair	18	4/20/40
Honolulu Bound		18	Not Rev.
I Dream of Jeannie with the Light Brown Hair	Fair	17	9/21/40
International Revels	Okay Filler	18	4/ 6/40
Naughty Nineties	Pleasing	18	6/22/40
Rhythm Jamboree	Fair Vaudeville	18	2/10/40
Rhumba Land	Good Vaudeville	18½	12/ 2/39
Snow Follies	Light Fare	19	12/30/39
Swing Hotel	Diverting	17	10/21/39
Swingin' in the Barn	Rustic Rhythm	19	6/22/40
Varsity Vanities	Swing Session	18	8/ 3/40
SPECIAL SUBJECT (1)			
March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)			
No. 66	Very Good	10	9/23/39
No. 67	Good	10	10/21/39
No. 68	Interesting	9	10/21/39
No. 69	Good	9	12/23/39
No. 70	Average	9	12/23/39
No. 71	Good	9	2/ 3/40
No. 72	Average	9	4/ 6/40
No. 73	Interesting	9	4/ 6/40
No. 74	Good	9	4/20/40
No. 75	Good	9	4/20/40
No. 76	Good	9½	5/11/40
No. 77	Good	9	6/22/40
No. 78	Average	9	6/22/40
No. 79		9	Not Rev.
No. 80		9	Not Rev.

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	Comment	Running Time	Reviewed Issue Of
CARTOONS (13) (Tech.)			
Crazy House	Satisfactory	8	10/12/40
Knock, Knock	Very Good	8	11/30/40
Recruiting Daze	Fair	8	11/ 2/40
Syncopated Sioux	Clever	7	12/28/40
GOING PLACES (15)			
No. 81 (Coast Guard)	Interesting	10	9/21/40
No. 82 (Sun Valley)	Good	10	10/12/40
No. 83 (Arizona)	Interesting	10	10/12/40
No. 84 (Melting Pot of the Caribbean)	Good	10	12/28/40
No. 85 (Hunting on Top of the World)	Fascinating	9	12/28/40
No. 86 (South of the Border)		10	Not Rev.
MUSICALS—TWO REEL (13)			
Class in Swing	Good Variety	16	10/12/40
Congamania	Latin Liveliness	20	11/30/40
Tickled Pinky	Rustic Rhythm	18	1/ 4/41
Torrid Tempos	Entertaining	18	11/30/40
SPECIAL SUBJECT (1)			
Swing with Bing	Excellent	18	4/13/40
STRANGER THAN FICTION (15)			
No. 81	Good	9	9/21/40
No. 82	Average	9	10/12/40
No. 83	Average	9	10/12/40
No. 84	Good	9	11/30/40
No. 85	Excellent	9	12/28/40
No. 86		9	Not Rev.

VITAPHONE-WARNER BROS. 1939-40

BROADWAY BREVITIES (10)			
Alex in Wonderland		20	Not Rev.
Double or Nothing	Amusing	20	2/17/40
Ice Frolies	Entertaining	20	9/30/39
One for the Book	Entertaining	20	12/30/39
Public Jitterbug No. 1		18	Not Rev.
Remember When	Swell Entertainment	20	9/ 2/39
Slapsie Maxie's	Perfect Clowning	17	8/26/39
Spills for Thrills	Excellent	19	7/ 6/40
World's Fair Junior	Just Fair	20	11/ 4/39
Young America Flies	Excellent	22	7/27/40
COLOR PARADE (10)			
American Saddle Horses	Interesting	10	11/25/39
Famous Movie Dogs	Excellent	10	7/27/40
Gun Dog's Life	Sure to Please	10	5/18/40
Mechanix Illustrated #1	Good	10	9/ 2/39
Mechanix Illustrated #2		10	Not Rev.
Mechanix Illustrated #3	Interesting	10	2/17/40
Mechanix Illustrated #4	Interesting	10	6/15/40
Men Wanted	Interesting	10	4/13/40
New Horizons	Good	10	12/30/39
The Valley	Interesting	10	7/ 6/40
FEATURETS (Tech.) (8)			
Cinderella's Feller	Excellent	16	6/15/40
Monroe Doctrine	Excellent	16	10/28/39
Old Hickory	Outstanding	17	12/30/39
Pony Express Days	Excellent	19	7/ 6/40
Royal Rodeo	Entertaining	15	11/25/39
Service with the Colors	Sure-Fire	20	8/31/40
Singing Dude	Excellent	18	4/13/40
Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)			
Africa Squeaks	Hilarious	7	2/24/40
Ali Baba Bound		7	Not Rev.
Chewin' Bruin	Amusing	7	6/15/40
Film Fan	Excellent	7	1/ 6/40
Jeepers Creepers	Funny	7	10/ 7/39
Naughty Neighbors	Good	7	11/ 4/39
Patient Porky	Good Diversion	7	8/31/40
Pied Piper Porky	Good	7	11/25/39
Pilgrim Porky	Clever	7	4/13/40
Porky's Baseball Broadcast	Funny	7	7/ 6/40
Porky's Hotel	Good	7	9/ 2/39
Porky's Last Stand		7	Not Rev.
Porky's Pony Express		7	Not Rev.
Porky's Poor Fish		7	Not Rev.
Porky the Giant Killer		7	Not Rev.
Slap Happy Pappy		7	Not Rev.
You Ought to Be in Pictures	Novel	7	5/18/40
MELODY MASTERS (10)			
Dave Apollon	Average Musical	10	2/24/40
Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
Dipsy Doodler	Swingy	10	5/18/40
Woody Herman		10	Not Rev.
Vincent Lopez	Lively	10	9/23/39
Ozzie Nelson	Good	10	6/15/40
Romance in Rhythm	Satisfactory	10	4/13/40
Rubinoff and Orch	Good	10	11/ 4/39
Swing Styles	Good	10	8/26/39
Symphony of Swing	Satisfactory	10	12/ 2/39

VITAPHONE-WARNER BROS. 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
MERRIE MELODIES (26) (Tech.)			
Bears' Tale		7	Not Rev.
Busy Bakers		7	Not Rev.
Ceiling Hero		7	Not Rev.
Circus Today	Clever	7	7/ 6/40
Confederate Honey		7	Not Rev.
Cross Country Detours	A Knockout	7	4/13/40
Curious Puppy		7	Not Rev.
Early Worm Gets the Bird		7	Not Rev.
Egg Collector		7	Not Rev.
Elmer's Candid Camera		7	Not Rev.
Fagin's Freshmen	Amusing	7	11/25/39
Fresh Fish	Swell	7	11/ 4/39
Gander at Mother Goose	Good	7	5/18/40
Ghost Wanted	Amusing	7	10/26/40
Good Egg		7	Not Rev.
Hardship of Miles Standish		7	Not Rev.
Land of the Midnight Fun	Superb	7	9/23/39
Little Blabbermouse	Amusing	7	8/ 3/40
Little Lion Hunter		7	Not Rev.
Mighty Hunters	Pleasing	7	2/17/40
Screwball Football	Swell Cartoon	7	12/30/39
Sioux Me	Clever	7	9/ 9/39
Sniffles and Bookworm	Cute	7	2/24/40
Sniffles Takes a Trip		7	Not Rev.
Tom Thumb in Trouble	Cute	7	6/15/40
Wild Hare		7	Not Rev.
SPECIAL RELEASE			
Cavalcade of Academy Awards	Fan Appeal	31	5/18/40
VITAPHONE VARIETIES (6)			
All Girl Revue		7	Not Rev.
No Parking	Fairly Funny	10	4/13/40
Organ Novelty	Fair	9	11/11/39
Radio and Relatives		10	Not Rev.
Sword Fishing	Exciting	10	10/ 7/39
Vote Trouble	Laughs	10	8/26/39

1940-41

AMERICAN CAVALCADES (3) (Tech.)			
Flag of Humanity	Splendid	20	10/26/40
March on Marines	Excellent	20	12/28/40
BROADWAY BREVITIES (9)			
Alice in Movieland	Superlative	20	11/30/40
Dog In the Orchard		20	Not Rev.
Just a Cute Kid		20	Not Rev.
ELSA MAXWELL COMEDIES (3)			
Mack Sennett Revival		20	Not Rev.
Lady and the Lug		19	Not Rev.
Riding Into Society	T'Ain't Funny	19	8/31/40
Throwing a Party		20	Not Rev.
HOLLYWOOD NOVELTIES (10)			
History Repeats Itself	Good	10	9/30/39
Football Highlights	Rockne Build-up	10	8/31/40
Mexican Jumping Beans	Very Good	10	11/30/40
Shark Hunting	Exciting	10	8/ 3/40
LOONEY TUNES (16)			
Calling Dr. Porky		7	Not Rev.
Pre-Historic Porky	Clever	7	11/ 2/40
Porky's Hired Hand	Good	7	12/28/40
Porky's Snooze Reel		7	Not Rev.
Sour Puss	Satisfactory	7	11/30/40
Timid Toreador		7	Not Rev.
MELODY MASTERS (10)			
Henry Busse & Orch.	Good	10	11/30/40
Skinny Ennis & Orch.	Good	10	12/28/40
Jan Garber & Orch.		10	Not Rev.
Matty Malneck	Snappy	10	8/ 3/40
Joe Reichman & Orch.	Excellent	10	11/ 2/40
MERRIE MELODIES (26) (Tech.)			
Bed Time for Sniffles		7	Not Rev.
Elmer's Pet Rabbit	Funny	7	12/28/40
Fighting 69½		7	Not Rev.
Good Night Elmer		7	Not Rev.
Holiday Highlights	Swell Satire	7	11/ 2/40
Malibu Beach Party	Grade A	7	8/31/40
Of Fox and Hound		7	Not Rev.
Shop, Look and Listen	Good	7	12/28/40
Stage Fright	Satisfactory	7	10/26/40
Wacky Wildlife	Funny	7	12/ 7/40

VITAPHONE-WARNER BROS. 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of
TECHNICOLOR SPECIALS (3)			
SPECIAL SUBJECT			
London Can Take It	Powerful	10	10/26/40
SPORTS PARADES (10)			
California Thoroughbreds	Interesting	10	12/28/40
Diary of a Racing Pigeon	Interesting	10	12/ 7/40
Dogs You Seldom See	Good Novelty	10	8/31/40
Fly Fishing	For Anglers	10	10/26/40

MISCELLANEOUS

Aida (Guaranteed)	For Music Lovers	9	5/11/40
Ave Maria (Malchain)	Impressive	10	7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	11/ 4/39
In the Bank (King of Comedy Pictures)	Still Good	19	11/16/40
Memory Lingers On No. 2 (Progress)	Excellent	10	8/ 5/39
Norway's Fate (Hoffberg)	Fair	10	5/18/40
On the Trail of the Tarpon (N. Y. Zoological Society)	Thrilling	11	1/13/40
Paper Hanger (King of Comedy Pictures)	Delightful	19	3/ 2/40
Rembrandt (Malchain)	Fascinating	11	7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	7/ 1/39
Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1939-40

Dist and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
Deadwood Dick	15 Chaps.	7/20/40
Green Archer	15 Chaps.	11/ 2/40
The Shadow	15 Chaps.	1/13/40
Terry and the Pirates	15 Chaps.	4/20/40
REPUBLIC		
Adventures of Red Ryder	12 Chaps.	6/15/40
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39
Winners of the West	15 Chaps.	5/11/40

1940-41

REPUBLIC		
King of the Royal Mounted	12 Chaps.	8/17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40

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BOOKS

SYSTEMATIZING THEATRE OPERATION, a condensed, easy-to-read book covering every important phase of theatre operation. Written by "Chick" Lewis. Sent postpaid upon receipt of $1.00 in cash, check or money order. Address, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

CAMERON'S OUT OF PRINT EDITIONS—"SOUND PICTURES TROUBLE SHOOTERS MANUAL," 1,200 pages, $2.95; "Motion Pictures With Sound," $5.00 regularly, $2.95; "Servicing Sound Equipment," $3.50 regularly, $1.95; "Public Address Systems," $1.95; "Amateur Taking—Showing Pictures," $1.49; "Talking Movies," 79c. S. O. S. CINEMA SUPPLY CORPORATION, New York.

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SELL NATIONALLY ADVERTISED LINE THEATRE EQUIPMENT. Time payments. Projectionists, Managers, make commissions during spare time. Box 515, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

EXPLOITATION ACCESSORIES

GLASSINE FINISH LAMINATED NATURAL WOOD ADMISSION PLAQUES, Mahogany or Ebony Gold Border, Hooks for Hanging. Any Two Prices Desired, $1.50. "BOX OFFICE OPENS" CLOCK, 11" x 14" with "GREETINGS" or "GOOD MORNING," movable Hands, $5.00. ABELES ADVERTISING SERVICE, New York.

NEW EQUIPMENT

GET THE LOCATION—WE'VE GOT THE EQUIPMENT — Projection, Sound, Drapes, Chairs, at bottom prices. Two years to pay, trades taken. S. O. S.—636 Eleventh Avenue. New York.

OPEN A CHARGE ACCOUNT—BUY SUNDRIES HERE—Seat-Patch Kits, $1.98; Jewelled Aisle Lights, $1.95; Fifty Slide Mats, 79c; Pin Pushers. Sprocket Pullers, 98c; Film Scales, 2000', $1.89; Pint Film Cement, 79c; Photocells, $2.95; Bausch Lomb Lenses, $6.95. S. O. S.—636 Eleventh Ave., New York.

NEW EQUIPMENT

DON'T LIMP ALONG WITH OBSOLETE SOUND—Trade old soundheads for direct-drive GYRO-STABILIZERS; old amplifiers for 1941 INVERSE FEEDBACK MODELS; old speakers for MULTICELL SYSTEMS Big trade-in allowances NOW. $10.00 Monthly, no down payment. S. O. S. CINEMA SUPPLY CORP., New York.

THEATRE FOR SALE

ONLY THEATRE IN TWIN CITIES, Southwest Michigan; modern; refrigeration; oil heat; doing profitable business; $6000 cash down; any terms; includes building, ground, furnishings. Have other business. Address Charles T. Wolfe, White Pigeon, Michigan, Rt. 1.

USED EQUIPMENT

WORLD'S FAIR SURPLUS TICKET RECEPTACLES WORTH $50.00, NOW $6.95; Sound Opticals, $4.95; Good Chairs, 75c; Lenses $2.95; Reflector Arcs, $24.50; Mazda Transformers, $4.95; Amplifiers, Soundheads, $9.95. S.O.S.—636 Eleventh Avenue, New York.

GOOD CHAIRS, 75c UP. STANDARD MAKES, VENEERS, PANEL BACKS, SQUABS, BOX SPRING, any pitch or width. BARGAIN LIST. Independent Seating Co., 628 Eleventh Avenue, New York City.

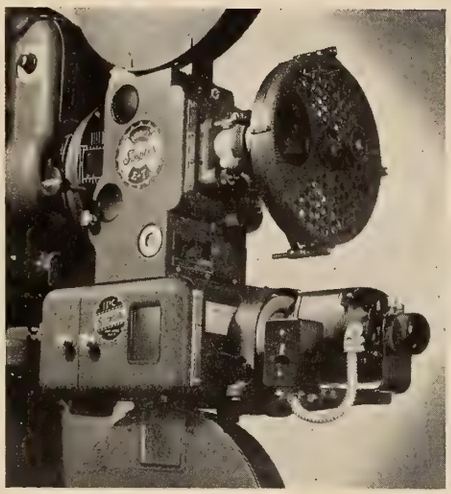
PAIR LATE S.O.S. PORTABLES, 35 mm. Complete. Perfect condition. Like new. Half price. Lloyd Johnson, Box 313, Corbin, Kentucky.

WHATEVER equipment you may have that you no longer can use, can be sold through these columns. Look around! You may find some items that can be turned into money through a SHOWMEN'S TRADE REVIEW Classified ad.

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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DAVID (SKIP) WESHNER

Vol. 33 No. 25

January 11
1941



3 WAYS TO GET OUT OF HOCK!

With chuckles and shekels M-G-M has started its 1941 career in a blaze of box-office glory. Laughing their way into record business are "COMRADE X" and "PHILADELPHIA STORY" whose sustaining power in its day-and-date Los Angeles engagement and whose sensational Music Hall business gives <u>you</u> an idea of what to expect. (*3d week at the Music Hall and going bigger than ever after setting a five-year record!*) "COMRADE X" is in its 3d big week at the Capitol, N. Y., and a hold-over joy everywhere. "FLIGHT COMMAND" is just what America and your box-office crave right now. Three in a row and it's only the *start* of a happy and FRIENDLY New Year.

CLARK GABLE · HEDY LAMARR in "COMRADE X." A King Vidor Production with Oscar Homolka, Felix Bressart, Eve Arden. Screen Play by Ben Hecht and Charles Lederer. Directed by King Vidor. Produced by Gottfried Reinhardt
An M-G-M Picture

CARY GRANT · KATHARINE HEPBURN · JAMES STEWART in "THE PHILADELPHIA STORY" with Ruth Hussey, John Howard, Roland Young, John Halliday, Mary Nash and Virginia Weidler. Screen Play by Donald Ogden Stewart. Based on the Play by Philip Barry, produced by The Theatre Guild Inc. Directed by George Cukor. Produced by Joseph L. Mankiewicz. An M-G-M Picture

With the Gratefully Acknowledged Cooperation of the United States Navy, Metro-Goldwyn-Mayer presents ROBERT TAYLOR in "FLIGHT COMMAND" with Ruth Hussey, Walter Pidgeon, Paul Kelly, Shepperd Strudwick, Nat Pendleton, Red Skelton. A Frank Borzage Production. Screen Play by Wells Root and Commander Harvey Haislip. Directed by Frank Borzage. Produced by J. Walter Ruben
An M-G-M Picture

The Editorial Page

March of Dimes

Here is a most worthy charity effort which deserves your fullest cooperation. This appeal you can well afford to proffer to your local committee regardless of whether there is an industry committee or division in your territory.

No collections are to be made in the theatre auditorium. But lobby collections should be made through the medium of available trailers and coin standee boxes which should have an attractive girl in attendance during your show hours.

In New York a smooth-working committee has been formed and will concentrate on one full week from January 16th to 23rd. Anything this committee is doing can be duplicated by theatremen elsewhere. If necessary you can get together with other theatremen in your area and form your own industry committee to work with the general committee.

Get behind this drive. All funds are divided in a way that assures a large proportion being allocated locally, which means aid for your drive from all hospital and welfare organizations. Every community in the country has a certain number of the unfortunate victims of infantile paralysis, who need help in regaining their health and usefulness to the community.

▲ ▲ ▲

Backbone Of The Industry

Theatremen are the backbone of this industry. Their knowledge and experience in all phases of popular movie entertainment is beyond dispute. Which accounts for the ever-increasing number of ex-theatremen who have moved well up the ladder to important positions in other branches of the industry.

Just check over the names of the top executives of today and note the large number of them who graduated or progressed from theatre work to their present positions. Which may account for the progress and improvement made in production as well as other phases of the industry's activities.

Latest to move into a top spot is "Skip" Weshner, appointed to head the far-flung exploitation staff of United Artists under Monroe Greenthal, who brought that department up to its present peak efficiency. "Skip" comes to UA after 13 years with the Warner organizations wherein he acquired the enviable background and knowledge that fitted him for the responsibilities he now undertakes.

STR, along with so many others in the industry, extends greetings to "Skip" and all good wishes for the success we know he will make of his important new assignment.

▲ ▲ ▲

Theatres Should Fight Too

The broadcasters' battle with ASCAP again brings to mind the entirely unwarranted seat tax exacted from theatremen for the doubtful purpose of paying for music which comes over their sound systems from films the theatres have paid to present.

We have no quarrel against a music tax for theatres using stage talent, orchestras or organists. They CAN control the music played in their theatres. But we very definitely disagree with all-sound theatres being compelled to pay this tribute when they have absolutely no control whatsoever over the music that is used in their theatres.

The producers pay a recording fee for the right to record the music originally. That's enough. To make theatre-owners pay to reproduce that same, paid-for music comes too close to being a racket and extortion.

But the only way this thing can be fought is through the properly organized and competently led exhibitor organizations. Alone, no exhibitor can fight this terrific monopoly. He's a dead pigeon before he starts. United, exhibitors can beat them, in our opinion, in any fight-to-the-finish.

The question is: Who is going to start the ball rolling? The sooner it gets started the quicker will you save all those dollars you are paying out now for this racket.

▲ ▲ ▲

Book It, Sell It and Profit

RKO's "Kitty Foyle" cannot help being one of the big money making pictures of the current season. Why? Because it has just about everything you or your patrons want in the way of satisfactory entertainment.

Sam Wood turned out a terrific directing job and Ginger Rogers has taken her place as one of the better actresses of our time. We don't know much about David Hempstead, who produced it, but we can only hope he is kept busy at RKO making more like "Kitty Foyle."

This picture has powerful appeal for those millions of white-collar girls who go to make up a potential audience that wouldn't miss this picture for all the tea in China. Add to them all of the other movie fans and you have what it takes to add up to grosses you often dreamed about but rarely get.

—"CHICK" LEWIS

Free 5 Co.'s In Crescent Case

"Little Three" Also to Seek Suit Dismissal

The Government's anti-trust suit against the Crescent Amusement Co. and eight major distributors was this week dismissed as far as the five companies who signed the consent decree are concerned. Dismissal of the suit against the remaining three will be sought in the near future by Louis Frohlich, Columbia attorney. This move may be made in Federal Court in Nashville before Frohlich makes a similar attempt in Oklahoma City to obtain dismissal in the Griffith case.

The latter is scheduled for a hearing on January 31. Applications in both cases will be on the grounds that since the complaints against the five principal distributors have been dismissed, there is no grounds for claiming a monopoly against the "Little Three" who are not in an economic position to maintain one.

Motions to dismiss the New York equity suit, in which the five majors signed the consent decree, were postponed until January 30 because Edward C. Raftery, United Artists and Universal counsel will be on the Coast, and because Frohlich is occupied with the ASCAP-BMI controversy.

MGM Sets Release for 'LandofLiberty',Jan.24

"Land of Liberty" will be nationally released Jan. 24, MGM reported over the week-end. The feature, sponsored by the MPPDA and edited by Cecil B. DeMille, enjoyed highly successful pre-release engagements. In its world premiere at the Rialto Theatre, Williamsport, Pa., recently, it set an all-time gross and attendance record, topping all figures for a comparable period.

The film is described as a dramatic presentation of highlights in the expansion and progress of the American nation. It was shown to audiences at the New York and San Francisco fairs, under sponsorship of the Motion Picture Producers and Distributors of America. At the close of the two fairs, MGM volunteered to present it as one of its regular releases of the 1940-41 season. From a commercial standpoint the venture is unique, for profits derived from the film are to be turned over to soldiers' and sailors' welfare organizations.

Overflow Crowd Hears Balaban Talk to AMPA

An overflow crowd heard Barney Balaban, president of Paramount, speak to the AMPA on Thursday of this week on the subject, "Problems of the day for motion picture advertising men." The crowd applauded him enthusiastically. A full report on this speech will be carried in next week's issue of STR.

STAR AND PRODUCER



I. E. Chadwick, producer of Monogram's "Her First Romance," greets Edith Fellows, the star, in the lobby at the premiere of the picture at the Hawaii Theatre in Hollywood on New Year's Eve.

Industry Joins In Polio Drive

N. Y.-N. J. Theatres To Participate in Campaign

The most intensive, and probably the most nearly 100 per cent cooperative, charity drive ever undertaken by the motion picture theatres of the New York-Jersey area got under way Friday at a meeting held in the Hotel Astor under the guidance of Harry Brandt and C. C. Moskowitz, co-chairmen.

The drive is to raise funds for the National Foundation for Infantile Paralysis. The campaign in the New York-Jersey theatres was set for the week starting January 16th.

In every theatre lobby there will be a special receptacle for the collection of money in the "March of Dimes." Community charity organizations will be asked to supply uniformed girls to preside at the dime-boxes, and to give to each contributor a special emblem indicating a contribution to the movie theatre branch of the drive.

Two short pieces of film, for insertion in the newsreels, will be supplied. In one, Spencer Tracy makes an appeal. In the other, Charlie Chaplin appears with Governor Lehman.

Si Fabian was chosen treasurer of the theatre drive. The following committee appointments were made: J. J. Thompson and Harry Hecht—for New Jersey. Max Cohen—for upstate New York. Si Fabian—for Long Island and Staten Island. Laurence Bolognino and Joe Katsh—for the Bronx. Samuel Rinzler and D. Weinstock—for Brooklyn. Martin Levine and Leo Brecher—for Manhattan. Frank Moscato and Samuel Strausberg—for Queens.

Meyer's Daughter Wed

Fred S. Meyer, Twentieth Century-Fox studio executive, announces the marriage of his daughter Delphine to Harold Raymond Shire, Asst. U. S. Attorney.

Neely Pushes Bills Again

Reintroduces Divorcement, Anti-Block Booking Laws

Senator Neely of West Virginia re-introduced his anti-block booking and Federal divorcement bills this week at the first session of the new Congress. The first measure was referred to the committee on Interstate Commerce and the second to the Judiciary Committee. The former bill was passed by the last Senate after extensive public hearings and the House also held public hearings. The bill will have to go through the same procedure again, if it is pushed. However, House leaders last year were loath to enact any legislation in view of the consent decree in the Government's equity suit and a desire to see how it worked before hampering it with new restrictions.

Senator Neely, however, is scheduled to resign soon to accept the Governorship of West Virginia to which he was elected in November. Whether the bill will be pushed by Rep. Andrew Edmiston of West Virginia, its House sponsor, was questionable.

The bills are identical with those of the last session. The blind-selling prohibition is already accomplished in the case of the five major companies through the consent decree which requires trade-showing of each picture before its sale.

Oppose Proposal to Bar Kids from Movies

Chicago—The recent contention of Mrs. Richard McClure, Film Council president, that juveniles under 10 years of age should not be permitted to go to the movies because of the unsuitable programs provided for them is opposed by leading industry executives here. Charles Ryan, of Warner Bros. Theatres, declares children understand movies better than most people think they do and that while programs could be improved, still films with special juvenile appeal fail to receive profitable support. Programs today, on the whole, are edited for both young and old, it is contended by Clyde Eckhardt, 20th-Fox exchange manager, while Jack Kirsch, Illinois Allied president, points to continuing improvement in pictures as answering Mrs. McClure.

Wants Name Cleared In Sork Suit

Philadelphia — Arguing he had nothing to do with the clearance in the area and that he wasn't involved as had been charged, David Brodstein, of the Orpheum, asked this week at a hearing that his name be stricken as one of the defendants in the Harry Sork-Harry Block suit against the film distributors and several exhibitors in Reading. Judge Guy K. Bard in U. S. District Court reserved decision.

Univ. Won't Cut Program

Firm Ahead of Production Schedule Set Last Summer

Hollywood—Despite the almost total loss of the European market because of the war, Universal will in no way reduce its 1940-41 program, it was announced this week by President Nate Blumberg, who stated that by the end of next August the studio will have delivered to exhibitors the 63 productions outlined to salesmen at the annual convention last May.

Final plans for the remaining productions have been completed during the studio meetings still in progress and participated in by Blumberg, J. Cheever Cowdin, William A. Scully and Joseph Seidelman from the home office, and Cliff Work, Matty Fox and their studio associates.

Of the 63 announced productions, it was said, 39 are completed and have been shipped to exchanges or are in final editing stages. By mid-February eight more of the remaining 24 will have been completed, leaving only 16 to be filmed and shipped between Feb. 15 and Aug. 31, the close of the releasing year.

DAVID (SKIP) WESHNER

(The Man on the Cover)

Newly appointed director of exploitation of United Artists, succeeding Monroe Greenthal, now director of advertising and publicity, Weshner brings a theatreman's background to his new post. For the past seven years he has been supervisor of key run theatres for Warner Bros. in Philadelphia which climaxed a career of 13 years with that organization during part of which he was director of advertising, publicity and exploitation for all Warner Theatres.

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1501 Broadway
New York City



a natural!

What they want to do now is laugh— so what does 20th do? *Gives you a new fun formula!*



TALL, DARK and HANDSOME

with
CESAR ROMERO
VIRGINIA GILMORE
MILTON BERLE
Charlotte GREENWOOD
and SHELDON LEONARD • STANLEY CLEMENTS • FRANK JENKS • BARNETT PARKER

Directed by
H. BRUCE HUMBERSTONE
Associate Producer Fred Kohlmar
Original Screen Play by Karl Tunberg and Darrell Ware
Music and Lyrics by Ralph Rainger and Leo Robin
Dances Staged by Nicholas Castle and Geneva Sawyer

20th CENTURY FOX

loaded-

with excitement... and all hit songs:

"Hello Ma! I Done It Again!"
"I'm Alive and Kickin'"
"Wishful Thinking"

AAA Enlarges Its Tribunals

Big Exchange Territories To Have 50-60 Arbitrators

The American Arbitration Association is rapidly preparing plans for starting operation of the arbitration system as specified in the consent decree. The system will be ready by Feb. 1. The clerks have all been chosen and their names will probably be announced next week after they have been passed upon by the Administrative Committee. Local men are said to have been selected for each one with the exceptions of Washington and Los Angeles where New York men will be sent.

At least ten arbitrators have been chosen for each tribunal as required by the consent decree but to be prepared for any eventuality, a considerably larger number has been selected to prepare for any emergency. The cities in which tribunals will be located have been divided into three groups as follows:

A—New York, Philadelphia, Boston, Pittsburgh, Cleveland, Detroit, Cincinnati, Chicago, Minneapolis, Atlanta, Dallas, Los Angeles, San Francisco and Washington.

B—Albany, Buffalo, Milwaukee, Kansas City, St. Louis, Charlotte and Seattle.

C—New Haven, Minneapolis, New Orleans, Memphis and Portland, Ore.

The "A" cities will have from 50 to 60 arbitrators, a clerk and two assistants; "B" cities 30 to 40 arbitrators, clerk and one assistant; "C" cities 20 to 40 arbitrators and one clerk. Classifications may change as arbitration activities increase or decrease.

Selznick Elects Officers

David O. Selznick Productions, Inc. has announced that at a special meeting of its Board of Directors, officers of the corporation were elected as follows: David O. Selznick, president; Daniel T. O'Shea, vice-president; E. L. Scanlon, treasurer; Loyd Wright, secretary; Charles E. Millikan, and Katharine Brown, assistant secretaries.

Directors of the new company are: Selznick, O'Shea, Scanlon, Wright and Walter S. Orr.

Labor Contract Transferable

Obligations Must Be Assumed by New Owner

An important precedent was set last week when an award favoring Local 306, projectionists union, was handed down by former Chief Justice Frederick E. Crane, neutral arbitrator in the Sheldon Theatre-306 case, who ruled that a new lessee or owner must assume labor obligations contracted by the former lessee or owner.

Covered by the ITOA contract signed with the Local in 1937, the Sheldon changed hands in 1938, and the three 306 projectionists working there were discharged. Under terms of the ITOA contract, the three operators have earned over $13,000 in wages during the time they have been out, but since they have had "some" employment since that time, Crane assessed a judgment of $7,500 against the theatre.

An injunction is contained in the award signed by Crane which will prevent employers from violating terms of the ITOA contract, and allows recourse to the Supreme Court on contempt charges where such violations are made.

Chicago Censors View Fewer and Better Films

Chicago—Last year was marked by fewer and better films, judged on the basis of product submitted to the Chicago Censor Board, according to Lieut. Harry Costello, the Board's head. Compared to 1,626 theatrical films submitted to the Board in 1939, 1,491 comprised the 1940 quota. Whereas 6,356,000 feet of film were examined in 1940, 7,190,000 feet was the tally for the previous year. Nineteen films were rejected in 1940 as against 17 in 1939, but two of the pictures, "Pastor Hall" and "After Mein Kampf," were later cleared.

Set for Long Run

Kansas City—Astor Films' reissues of "Scarface" and "Sky Devils" opened to big business last week on the same bill at the Fox Apollo Theatre here and are set for a long run.

TOOK THAT CHANCE!

A box appeared in this section last week pointing out how many exhibitors had muffed the opportunity to capitalize on the President's recent fireside chat. From Philadelphia this week comes evidence that Stanley-Warner theatres in that city and outlying territories, were "not guilty," for arrangements were made to present the speech, and an announcement to that effect appeared in the Sunday papers. As a result, the theatres had one of the best Sunday night grosses in a long time, according to Everett Callow, advertising and publicity director.

Kelly Drive Is Launched by UA

Silverstone Reveals New Plan of Competition

United Artists launched its Arthur Kelly drive this week, which involves the entire sales personnel of UA in the United States and Canada. In honor of Kelly, who recently became vice-president in charge of domestic distribution, the drive will continue through April 19.

So that every individual in the UA sales organization will have an equal opportunity in competition with every other individual, the exchanges have been divided into three groups, each of which will act independently of the other two. Each group will consist only of exchanges whose size of operation is similar.

Because competition will be confined within each group, there will be three first prizes and three second prizes, amounting to nearly $20,000. Every employe in the winning branches will participate in the awards, with $1,000 going to each of the three winning branch managers.

Cinema Lodge to Install New Officers Jan. 21

Installation of new officers, Cinema Lodge B'nai B'rith, will be held in the Sun Room of the Hotel Edison on Jan. 21. An address by Dr. Abraham Sacher of the University of Illinois, and national director of the Hillel foundation, will be a feature of the program. Five hundred members and friends are expected to attend the meeting.

Mass. Exhibs Get Pledge of No Taxes

Boston—In a message to the General Court here this week, Gov. Leverett Saltonstall said that although emergency taxes already in effect would continue, there would be no necessity for adding amusement taxes, as proposed.

Zanuck Commissioned As Lieutenant-Colonel

Washington—In a short ceremony this week at the War Department, Darryl F. Zanuck, 20th-Fox executive, became a lieutenant-colonel in the Signal Corps Reserve. Following the ceremony, Lt. Col. Zanuck left by plane for the Coast.

'Cheers' Opens In Lincoln, Neb.

Three Theatres Will Have Contest Finalists on Stage

Lincoln, Neb.—With the proclamation by Mayor O. S. Copeland designating Tuesday, January 14, a public holiday, final arrangements for the world premiere of Richard A. Rowland's "Cheers for Miss Bishop" simultaneously at the Stuart, Nebraska and Lincoln Theatres, are nearing completion. It is expected that all schools will be closed for the day.

Cooperating with the Junior Chamber of Commerce, plans have been made to choose "Miss Ella Bishop of Lincoln" as well as ten other "Miss Bishops" to represent their localities at the opening-day festivities. These include: Omaha, Grand Island, Council Bluffs, Hastings, Falls City, Nebraska City, York, Beatrice, Fairbury and Fremont. The contest winners will be guests of the committee. They will be introduced at a public reception, at luncheon, tea and dinner, and will be presented from the stages of the three theatres at night. Wire services have sent this news to every section of the Middle West, and various contest headquarters are already being swamped. Daily announcements are being made on all radio stations, and arrival ceremonies will be broadcast from railroad station and at the three theatres.

"So Ends Our Night" Opens in Miami, Jan. 24

World premiere of "So Ends Our Night," the first David L. Loew-Albert Lewin production for United Artists release, has been set for Miami, Florida, on the evening of Jan. 24, where the film will open simultaneously at the Lincoln and Surf Theatres. The premiere will be a reserved seat affair, with tickets selling at a $2.20 scale. Both Loew and Lewin, now en route to New York from Hollywood, will attend the premiere in Miami.

High Court Upholds Conviction of Berger

Trenton—The New Jersey Supreme Court has upheld the conviction of Philip M. Berger, a Newark motion picture theatre operator, for violating the state gaming act in using a game called Payme, similar to Bingo, as part of the theatre program. Berger had been found guilty in Essex County Court of Special Sessions last March, and was placed on probation for one year and fined $25.

Midwest Trial Postponed

Detroit—Postponement of the trial of Midwest Theatres' suit against Co-operative Theatres of Michigan until Jan. 21 because of the illness of the attorney for the defendant was announced this week.



Among those who attended the New York Critics' Annual Award Party were those pictured above. Left to right are: Mrs. Joseph Breen, wife of the Production Code Administrator; W. G. Van Schmus, managing director of Radio City Music Hall; Marion Rogers, famous model; Monroe W. Greenthal, United Artists adv. chief.

Important Dates

Jan. 13: Bryan D. Stoner stag dinner, Hollenden Hotel, Cleveland.
Jan. 14: Thomas G. Donaldson testimonial, Taft Hotel, New Haven.
Jan. 14: ATO of Eastern Pennsylvania annual meeting, Philadelphia.
Jan. 16: Staten Island Fabian employes' dance, Meurot Club.
Jan. 21-23: Paramount managers and sales staff meeting, Chicago.
Jan. 23: Barney Balaban banquet, Drake Hotel, Chicago.
Jan. 26: Actors' Fund of America annual benefit, Winter Garden.
Jan. 27-28: Allied board meeting, Washington.
Jan. 31: Chicago Reel Fellows Club dinner-dance, Congress Hotel.
Feb. 2-3: Virginia MPTO Winter convention, Shoreham Hotel, Washington.
April 4: AMPA 25th anniversary dinner-dance, Hotel Edison.
April 17-19: National Variety convention, Atlantic City.
April 24: Annual AMPA meeting.
May 5-8: SMPE spring convention, Sagamore Hotel, Rochester.

Monogram Launching New Sales Drive

Hollywood—Monogram is making plans for its annual "March for Monogram" drive covering seven weeks from Feb. 22 to April 11, it has been announced by W. Ray Johnston, president. Cash prizes will be awarded to winning teams. The branch offices have been divided into zones made up as follows: East Side Kids—New York, Boston, Albany and Buffalo; Frankie Darro's Hell Raisers—Philadelphia, Washington and Pittsburgh; Tex Ritter's Rhythm Rangers—Atlanta, Charlotte, Memphis and New Orleans; Gene Stratton-Porter's Gold Diggers—Cincinnati, Cleveland and Detroit; Keye Luke's Bombers—Chicago, Indianapolis, Milwaukee and Minneapolis; Swimmin' Hole Gang—Des Moines, Omaha, Kansas City and St. Louis; Range Busters—Oklahoma City, Dallas, Denver and Salt Lake City; Jack London's Forty-Niners—Seattle, Portland, San Francisco and Los Angeles.

London Observations

By Jock MacGregor

"How well you look!", they chirped as I slipped into my first preview after months in the Army, rudely suggesting that I had never looked well before, and gave me a very warm welcome.

The Army is a great life, but it is good to get back to the film world and the old typewriter. Many old friends were sitting in their usual seats; other younger ones have joined up.

By day these film people carry on their jobs—the show must go on. By night they join the great civilian army that makes London to-day so magnificent and do their bit. When they sleep is their secret.

The blitzkrieg has not altered them. Not knowing what the film was I asked an old colleague. "It's not the story of the musical comedy producer whose backer rows with the leading lady," he sleepily replied. "It's the other one."

Well I remember how hard we used to try to be smart and now that I pay to be entertained I fear that some worthwhile pictures suffered most in our hands. I am, of course, not referring to the unbiased reviews which I wrote for STR.

The press show I hit was "Hired Wife" which seemed rather trivial in these times, but such criticism is perhaps ungracious to that grand person MAE MURRAY, GFD's publicity director who makes life so comfortable for ex-pressmen on leave.

Competing with my battledress was the Naval rig of GUY MORGAN, the "Daily Express's" ex-critic who is well known to the world's film celebrities, and CLIFF BURKE's fireman. Somehow I feel that he would be safer without his axe. STR's own MILTON DEANE was also in great form.

Allied Board Meets Jan. 27

Smith, Kirsch Contend for Presidency If Cole Quits

Allied will elect new officers at its annual Board of Directors meeting to be held in Washington Monday and Tuesday, January 27 and 28. President H. A. Cole is said to wish to retire and not accept a third term as president. Leading contenders for the post are Martin Smith of Columbus, president of the ITO of Ohio, and Jack Kirsch, president of the Allied Chicago unit. Smith is believed to have the edge because of his longer experience, as Kirsch only entered the industry a few years ago.

Among the topics on the agenda are a thorough discussion of the consent decree and the new methods of selling which it will engender. It is possible that recommendations will be made to local units to ask their members to refrain from buying any picture under the decree until comparison can be made of selling methods in various territories.

Also scheduled for the meeting is the third AID report by Sidney Samuelson, chairman of the group. It is expected to be more revealing even than the last two because a greater number of pictures will now have been purchased for the season. The last report showed that only 33 per cent of product commitments had been made for the 1940-41 season.

Pielow Testimonial Plans Formulated

Albany, N. Y.—Elaborate plans have been formulated for the Ralph Pielow Testimonial Dinner to be held on Monday evening, Jan. 13, at the De Witt Clinton Hotel here. Pielow, who was branch manager of the MGM exchange in Albany, was recently promoted to branch managership of MGM's New York exchange. A host of friends are expected at the dinner, including a contingent from New York, headed by various officials of MGM's New York office. The entire Schine Circuit, as well as the Warner Bros. and Fabian organizations in Albany, have taken blocks of tickets.

Waters to Prosecute ASCAP Suit for Gov't

Washington—Prosecution of the impending criminal action against ASCAP, BMI, NBC and CBS for the Government will be handled by Victor Waters, special assistant to the Attorney General and a key man in the Department of Justice's anti-trust division. He will go to Milwaukee, where the action is to be instituted, to personally take charge of the case. Because of a delay in completion of the papers here, filing of the suit in Federal Court in Wisconsin, originally scheduled for Monday, was deferred, with the probability that the suit would be started later in the week.

Formula for Decree Meets

Result of Laboratory Tour Of Five RKO Exchanges

As a result of the "laboratory tour" of five RKO Radio exchanges, conducted recently for the purpose of explaining operations under the consent decree, the company has secured a basic formula for meetings which will be held in all of the company's U. S. branches, it was stated this week by Ned E. Depinet, vice-president in charge of distribution.

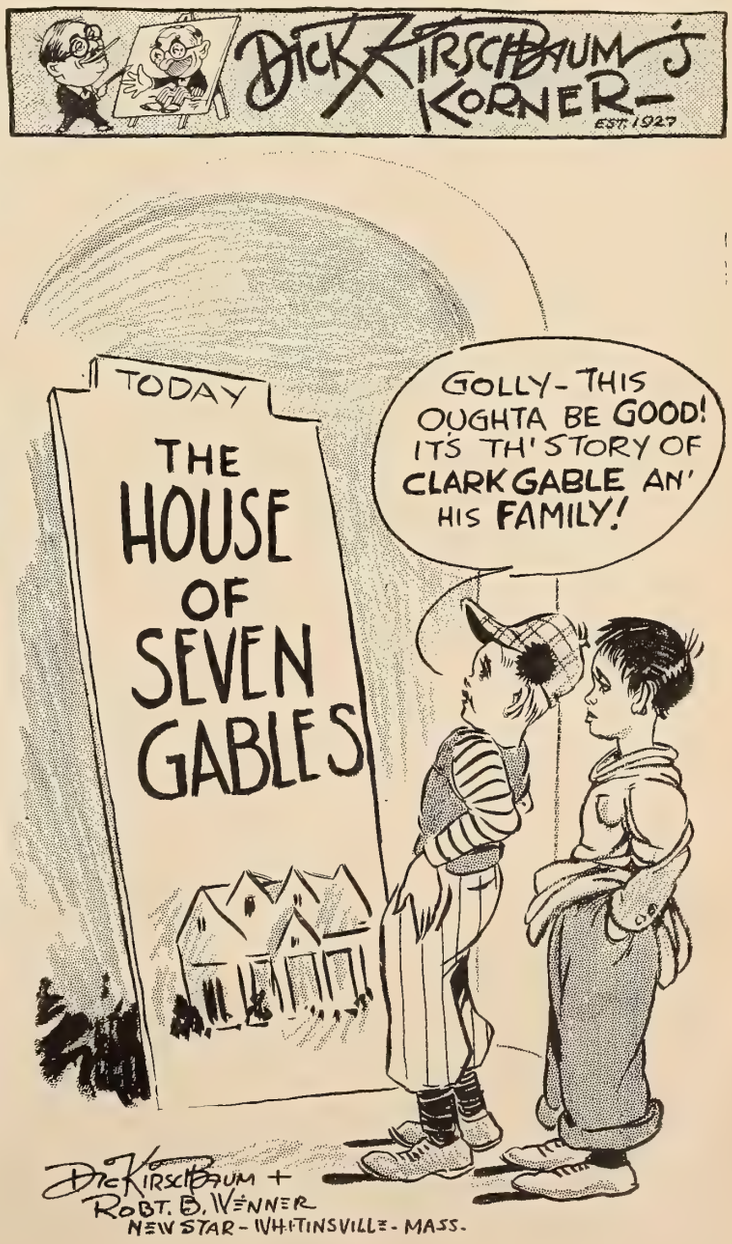
The first five meetings held in Washington, New Haven, Boston, Albany and New York City were conducted by William Zimmerman, of the company's legal department, who was one of the staff of legal representatives that negotiated the consent decree with the government.

Zimmerman reported to Depinet that he had found the branch personnel well posted and that as a result of the discussions and the pertinent questions put to him by the branches, that RKO had obtained a broad cross section of all the basic problems likely to arise anywhere in the country. The branches visited have reported that the meetings have had great educational value to the personnel in clarifying operations resulting from the ruling. The meetings have been attended by sales executives from the Home Office.

Zimmerman reports that from four to five hours of uninterrupted discussion are required for each meeting. He left New York Sunday for Buffalo, his first stop on a five weeks tour which will take him to all of the company's branch offices.

"STREET" PREMIERE

Hollywood—World premiere of Universal's "Back Street," starring Charles Boyer and Margaret Sullavan, will be staged in Miami, Florida, Feb. 4. Newspaper motion picture critics from key cities throughout the country will be transported to Miami by plane and train to cover the premiere and its attendant festivities. Elaborate preparations are already under way for the event, first of its magnitude for that section of the country.



The Box Office Slant

Doomed Caravan

Paramount | Western | 60 mins.

(Prod. No. 4051, Nat'l Release, Jan. 10)

AUDIENCE SLANT: (FAMILY) GOOD OUTDOOR ENTERTAINMENT SUITABLE FOR YOUNG AND OLD.

BOX OFFICE SLANT: SHOULD DRAW WELL WHERE SERIES IS POPULAR. SWELL SUPPORTING FARE FOR THE METROPOLITAN DISTRICTS.

Cast: William Boyd, Russell Hayden, Andy Clyde, Minna Gombell, Morris Ankrum, Georgie Hawkins, Trevor Bardette, Pat J. O'Brien, Raphael Bennett, Jose Luis Tortosa. **Credits:** Directed by Lesley Selander. Screenplay by Johnston McCulley and J. Benton Cheney. Based on characters created by Clarence E. Mulford. Edited by Carrol Lewis. Photography by Russell Harlan. Art director, Lewis J. Rachmil. Produced by Harry Sherman.

Plot: Minna Gombell's wagon-freight line is being put out of business by a band of tough hombres, when William Boyd and his pal, Russell Hayden, appear on the scene. Minna is waiting for a regiment of troops who are to convoy her wagons, but when they arrive Boyd discovers that they are phoney. Without saying anything of his discovery to Minna, he leaves with Hayden and rounds up a gang of ranchers. When the train is on its way, the so-called troops show their hand and attempt to steal the wagons. By a clever ruse, Boyd frightens them away and continues to town where he discovers that Morris Ankrum is heading the bandits. Boyd finally brings him to justice, but not before his life and those of his friends, are threatened.

Comment: This latest "Hoppy" is on a par with the best in this fine series and should please any type of audience, young and old. It's top outdoor entertainment, a combination of superb scripting, direction, production and trouping. The picture is jammed with action, from beginning to end, with many thrill sequences and as usual, is blessed with breath-taking photography, giving superlative effects to the scenic background. On the acting side, William Boyd again delivers a swell job, aided by Russell Hayden, Andy Clyde and an above-the-average supporting cast. Direction and production are the kind that give the customers what they want. You may be able to garner some extra publicity by advertising this as the picture in which Boyd broke his leg. Western dressup of lobby and front, with cowboy equipment, will attract attention. Use a large cutout of Boyd on your marquee.

Catchline: "Hoppy wipes out a gang of tough hombres."

Honeymoon For Three

Warner Bros. | Comedy | 77 mins.

(Prod. No. Not Set, Nat'l Release, Jan. 18)

AUDIENCE SLANT: (FAMILY) THEY'LL GET PLENTY OF LAUGHS WHEN YOU GET THEM IN. THE TITLE IS MISLEADING, FOR THERE IS NO HONEYMOON.

BOX OFFICE SLANT: GOOD NAMES IN THE CAST PLUS A STRONG SELLING CAMPAIGN WILL BRING THIS SLIGHTLY ABOVE AVERAGE RETURNS.

Cast: Ann Sheridan, George Brent, Charlie Ruggles, Osa Massen, Jane Wyman, William T. Orr, Lee Patrick, Walter Catlett, Herbert Anderson, Johnny Downs. **Credits:** Directed by Lloyd Bacon. Screenplay by Earl Baldwin. Additional dialogue by Julius J. and Philip G. Epstein. From a play by Alan Scott and George Haight. Director of photography, Ernie Haller. Art director, Max Parker. Dialogue director, Hugh Cummings. Film editor, Rudi Fehr.

Plot: Brent, a famous writer, is engaged to Ann, his secretary. When they arrive in Cleveland, Osa Massen, who knew Brent eight years ago in college and who thinks she inspired his heroines, flings herself in his arms. He takes her out, ostensibly to cure her of her romantic nonsense, but meanwhile, her husband, Ruggles, calls on Ann. When Brent and Osa fail to return, Ann and Ruggles together with Osa's cousin and her fiance, the latter a lawyer, go to seek them. They meet at a roadhouse and as a result Ruggles sues for divorce, naming Brent as correspondent. Brent is about to agree to marry Osa to get out of trouble, when Ann saves the day by a trick.

Comment: Although the title is misleading and one expects a bedroom farce, the picture instead is a comedy of quite a different nature. It's a remake of a Warner success of a few years ago but has been so rewritten that it is hardly recognizable. Ann Sheridan, full of wise cracks, has the leading role and Brent playing opposite her seems quite at home in the comedy roles which he has eschewed for some time. The only discordant note is struck by Osa Massen, whose foreign accent is definitely out of place in a distinctly domestic comedy. She does her best but the handicap is too great. Ruggles is quite at home in his usual type of role. The direction is fast-paced, with something happening every minute. The picture is not particularly first run material, but makes an excellent second feature on a bill with a strong drawing picture which will not please. For this picture, while possibly lacking in drawing power will amuse any audience. In selling the picture, it would be wise to discard all the suggestions in the press book about honeymoons, since they were evidently written before the picture was finished. Concentrate on the romantic and comedy angles with emphasis on such things as the rumba lesson which Ruggles gives Ann Sheridan.

Catchline: "A fugitive from women."

Legion of Decency Ratings

(For Week Ending Jan. 11)

SUITABLE FOR GENERAL PATRONAGE

Break the News — You're the One
Case of the Black Parrot — Robinhood of the Pecos
The Saint in Palm Springs

SUITABLE FOR ADULTS ONLY

Honeymoon for Three — Maisie Was a Lady

OBJECTIONAL IN PART

Kitty Foyle — Play Girl

Patents and Trade Marks

Patent and profit by your inventions. Protect your most valuable assets. Expert personal service.

LESTER L. SARGENT
Registered Patent Attorney

1115 K St. N.W. — Washington, D. C.

Land of Liberty

MGM | Compilation | 98 mins.

(Prod. No. 120—Nat'l Release, Jan. 17)

AUDIENCE SLANT: (FAMILY) EXCELLENT FOR SCHOOL CHILDREN AND INTERESTING FOR EVERYONE AS A PICTORIAL HISTORY OF AMERICA.

BOX OFFICE SLANT: THE PICTURE HAS ALREADY PROVED IN SEVERAL TEST ENGAGEMENTS THAT THERE IS A REAL DEMAND FOR FILMS OF THIS TYPE.

Credits: Edited by Cecile B. DeMille, assisted by Herbert L. Moulton, Francis Stuart Harmon, Arthur H. DeBra and William H. Pine. Historical Consultant, James T. Shotwell. Narration written by Jeanie MacPherson and Jesse Lasky, Jr.

Plot: This cavalcade of American history is composed of sequences from entertainment films produced for movie theatres during the last quarter century.

Comment: Remarkable for many things, "Land of Liberty" is especially noteworthy because of the smooth blending of scenes from literally dozens of pictures into a document that runs smoothly and without jerks, depicting the history of the United States from the founding of the colonies to the present day. There is a boundless number of stars in the picture, and it might be advisable to carry a list of them in the lobby and in publicity stories. Plug the picture through the schools and such organizations as the D.A.R., Boy Scouts, Y.M.C.A., etc.

Catchline: "A pictorial history of America."

Maisie Was A Lady

(Hollywood Preview)

MGM | Comedy Drama | 92 mins.

(Prod. No. 118, Nat'l Release, Jan. 10)

AUDIENCE SLANT: (ADULT) LESS PLAUSIBLE STORY THAN THE EARLIER MAISIE FILMS BUT HAS A STRONGER CAST.

BOX OFFICE SLANT: WILL EQUAL OR BETTER ITS PREDECESSORS.

Cast: Ann Sothern, Lew Ayres, Maureen O'Sullivan, C. Aubrey Smith, Joan Perry, Paul Cavanaugh, Edward Ashley, Charles Brown, Frank Orth, others. **Credits:** Directed by Edwin L. Marin. Produced by J. Walter Ruben. Screenplay by Betty Reinhardt and Mary C. McCall, Jr., from an original by Betty Reinhardt and Myles Connolly. Director of photography, Charles Lawton. Film editor, Frederick Y. Smith. Art directors, Cedric Gibbons and Stan Rogers.

Plot: Lew Ayres, heavy-drinking playboy, tickles the ankle of Ann Sothern, working as a carnival's "headless woman," till she upsets her chair and exposes the trick. Fired, he gives her his car to drive back to New York. She is arrested. Next morning in court, sobered, he admits his blame, is sentenced by the judge to employ Ann for eight weeks at the salary she would have made. He installs her as a maid in his home. His sister, Maureen O'Sullivan, learns how she came to be there, makes Ann her personal maid. Ann distrusts Edward Ashley, to whom Maureen plans to announce her engagement, and his society friends. When Paul Cavanaugh, Maureen's father, fails to return for this dinner and the unexpected arrival of Joan Perry, Ashley's former sweetheart halts an elopement through her exposure of him as a fortune hunter, Maureen attempts suicide. Using information she got from C. Aubrey

For Additional Exploitation Ideas on These Pictures, Consult the Encyclopedia of Exploitation — See page 17

Smith, the butler, Ann tongue-lashes Ayres and Cavanaugh over their treatment of Maureen. This brings a reconciliation. Finding herself falling in love with Ayres, Ann runs away. Weeks later, sober and now working, Ayres finds her in a cheap vaudeville house and makes her listen to his proposal.

Comment: This fourth of the Maisie series has the least plausible of all the stories used, the usual share of smart wisecracks for her and should coast along to good returns on the popularity of the earlier pictures and the names in the cast. Unlike the other three, Maisie gets her man in this one, which may indicate some change in future plans. While the story gives all the edge to Miss Sothern's role, C. Aubrey Smith draws a strongly sympathetic part as the old family butler. Lew Ayres and Paul Cavanaugh handle the thankless parts of the brother and father who let social activities make them forget what they owe to the sister and daughter. Settings are more than elaborate to match the story, and Edwin Marin's direction gets all there is out of the story. Back the regular Maisie exploitation stunts on this one up with a revival of the "lady for a day" idea.

Catchline: "Maisie gives the social 'who's who' the double boo."

Wyoming Wildcat

Republic **Western** **56 mins.**

(Prod. No. 74, Nat'l Release, Jan. 6)

AUDIENCE SLANT: (FAMILY) EXCELLENT OUTDOOR ENTERTAINMENT.

BOX OFFICE SLANT: IF YOU'VE BEEN PLUGGING THE INITIAL EFFORTS OF DON BARRY, A COMPARATIVE NEWCOMER TO WESTERNS, THIS SHOULD DO WELL AS AN ACTION-DATE BOOKING.

Cast: Don "Red" Barry, Julie Duncan, Frank M. Thomas, Syd Saylor, Dick Botiller, Edmund Cobb, Ed Brady, Edward Cassidy, George Sherwood, Jack Rockwell. **Credits:** Associate producer and director, George Sherman. Screenplay by Bennett Cohen and Anthony Coldewey. Original story by Bennett Cohen. Director of photography, William Nobles. Musical director, Cy Feuer. Film editor, Lester Orlebeck.

Plot: Barry arrives home to find his father, Thomas, turned outlaw. The son intends to join his father, believing that he has had an unfair deal. Thomas, however, drives him away. He manages to obtain a job at an express office in a nearby town. When Thomas' henchmen learn of this, they frame Barry and cause him to be jailed. The gang is out to get a gold shipment, but when Thomas learns of his son's plight, he helps him escape, then turns against his own gang and succeeds in repelling a raid on the gold shipment. In the melee, he is killed. Barry finds happiness with Julie Duncan.

Comment: Action is deemed the prime essential of any good western, but too many have been bores because, where action was plentiful, plots and performances were often so greatly exaggerated as to cause snickers. "Wyoming Wildcat" has, of course, plenty of action, but it also has the benefit of a logical and entertaining script, capable direction and laudable performances. Only in the few melodramatic scenes near the end, during a gun battle, does it remind one that, after all, it is a western. Don Barry gives a sincere and restrained performance, which proves that thespian training and experience can be just as beneficial for a cowboy as for any other type of actor. As his father, Frank M. Thomas gives a convincing portrayal. Julie Duncan is an appealing heroine and an excellent choice as leading lady for Barry. Your patrons can't help but enjoy this better-than-average western, which should do well as an action-date booking provided you have given Barry the buildup he deserves. Autographed photos of the cowboy star should prove popular with western fans. The 3-sheet provides good cut-out material for an action display in the lobby.

Catchline: "Branded an outlaw by his father's past."

Road Show

United Artists **Comedy** **85 mins.**

(Nat'l Release, Not Set)

AUDIENCE SLANT: LOVERS OF SLAPSTICK MAY LIKE IT. OTHERS WON'T.

BOX OFFICE SLANT: WILL NEED STRONG SELLING TO AMOUNT TO MORE THAN JUST A PROGRAM ATTRACTION.

Cast: Adolphe Menjou, Carole Landis, John Hubbard, Charles Butterworth, Patsy Kelly, George E. Stone, Margaret Roach, Polly Ann Young, Edward Norris, Marjorie Woodworth, Florence Bates, Willie Best, The Charioteers. **Credits:** Produced and directed by Hal Roach. Screenplay by Arnold Belgard, Harry Langdon and Mickell Novak. Based on the novel by Eric Hatch. Director of photography, Norbert Brodine. Photographic effects, Roy Seawright. Edited by Bert Jordan. Art direction by Charles D. Hall. Music by Hoagy Carmichael.

Plot: Hubbard, on the eve of his wedding pretends to be crazy when he finds his bride more interested in his bank account than in him. He lands in an asylum when he meets Menjou, an eccentric. They escape together and meet Carole Landis, who owns a carnival. Hubbard falls in love with her and remains with the carnival concealing his wealth. After many adventures the show is driven to the estate of Butterworth, another eccentric and Menjou's nephew. A private show is staged for Butterworth's house guests but the local toughies decide on a fight because of the high prices and the carnival is ruined. But that night Butterworth, whose eccentricity consists largely of turning his estate into a complete fire department, completes the destruction by burning it up. So Hubbard buys a new carnival and goes into business and matrimonial partnership with Carole.

Comment: This is probably just about the utmost in comedy for many people. Those who can roar and double up with laughter at the silliest inanities will think this is simply wonderful. But people whose sense of humor is not so broad will not even be amused. The picture starts practically on the premise that one or two of its characters is insane. They act that way all the way through but so does the rest of the cast which is supposed to be entirely lucid. The whole subject is broad slapstick, including such time-honored gags as the loose lion in the circus and the usual circus fight following the cry of "Hey, Rube" plus falling into mud puddles, etc. Menjou may get some laughs from some people as the crackpot with a camera which doesn't work. Hubbard and Carole Landis are unknown except to previous audiences of Roach's comedies, so the cast doesn't carry much weight at the box office. Sell the picture as pure slapstick and also from the circus angle. Aim for the slapstick fans and you will get an audience who will appreciate the picture.

Catchline: "Hold still and get hocused for the laugh of your life."

High Sierra

Warner Bros. **Drama** **100 mins.**

(Prod. No. Not Set—Nat'l Release, Jan. 25)

AUDIENCE SLANT: (FAMILY) THEY MAY FIND IT A BIT SLOW AT THE START, BUT THOSE WHO LIKE GANGSTER PICTURES WITH THEIR RESULTANT ACTION WILL BE RICHLY REWARDED.

BOX OFFICE SLANT: RETURNS ARE LIKELY TO BE SPOTTY.

Cast: Ida Lupino, Humphrey Bogart, Alan Curtis, Arthur Kennedy, Joan Leslie, Henry Hull, Henry Travers, Jerome Cowan, Minna Gombell, Barton MacLane, Elizabeth Risdon, Cornel Wilde, Donald MacBride, Paul Harvey, Isabel Jewell, Willie Best, Spencer Charters, George Meeker, Robert Strange, John Eldredge, Sam Hayes. **Credits:** Directed by Raoul Walsh. Screenplay by John Huston and W. R. Burnett from a novel by Burnett. Photographed by Tony Gaudio. Film editor, Jack Killefer. Art director, Ted Smith. Associate Producer, Mark Hellinger. Executive Producer, Hal B. Wallis.

Plot: Bogart, a gangster, is pardoned from prison and immediately sees an old crony

(*Continued on Page* 12)



Program Exchange

Good Art Work Highlights Grott's Program; Poppay Has Our Favorite Santa

AFTER all is said and done, it's nineteen hundred and forty one.

We couldn't resist beginning this week's discourse with a little poetry. For many years we have had a hidden desire to write lines that rhyme but have been able to suppress that desire. And now, with a new year already in full swing, that desire has cropped up again. Hence the opening line. And to prove it was no accident, here's another:

Whether in the lowlands, or on a mountain range, we hope that many showmen are in the Program Exchange.

Not so good as far as meter is concerned, but at least "range" rhymes with "change."

And now that our poetic desires have subsided for a while, we shall get on with the business at hand. No sooner do we forget about poetry than we see a rhyming headline in Spotlight, program for the Gerard Theatre, West View, Pa. We don't know who was responsible for this one, but he must have been inspired: "Movie About Malaya Bound to Slay Ya!" It was in reference, of course, to "The Road to Singapore."

We've said this before, but we have reason to repeat it: Spotlight continues to improve. Manager Tory Cavallo varies the front page makeup from week to week, and the makeup and text of the inside pages is always something interesting to see. We had hoped, however, that some reminder of the Christmas holidays would appear on the front page, but the only thing that reminded us of a holiday was a photo of Dorothy Lamour and Bob Hope on a South Sea island, which made us want to take a holiday.

Grott's Fine Art Work

After an absence of several weeks, Harold Grott returns to the fold with several samples of recent issues of his program. Harold's programs, as you know, are small, but what they lack in size is more than made up by their fine art work. In fact, it is the art work that attracts attention. Copy is held down to a minimum. Colors vary from week to week, with amber, emerald and scarlet being used most frequently. The Christmas and New Year covers, printed in green and red, respectively, were indeed attractive and in keeping with the season.

We note from one of Harold's programs that he held a Revival Week the week before Christmas (an excellent stunt to combat the pre-Christmas slump.) Just for the fun of it, let's see what Baltimore citizens were privileged to view again: Sunday—"Pygmalion." Monday—"Honolulu." Tuesday—"Mutiny on the Bounty." Wednesday—"A Christmas Carol." Thursday—"Ninotchka." Friday—"Goodbye, Mr. Chips." Saturday—"The Champ." We don't bnow how others feel about it, but we think a lineup like that would have clear sailing in spite of any competition. If we had been in Baltimore, durned if we wouldn't have camped in front of the Met box office every day until the doors opened.

All this reminds us that now, since most of the newspaper critics, magazine editors and theatremen have selected the best pictures of the year and the biggest money-makers, many wise showmen will be setting aside a week in which to bring back the films receiving high honors. Film exchanges throughout the United States will probably exhaust their supply of prints on these pictures within a short time. It is a fact that many people will have missed at least one or two of the pictures, while others who will have seen them and didn't think much of them at the time will go back for a second viewing just to see if they or the critics were wrong.

You can have your Santa Claus with a large red nose and the long white beard; we'll take the one that graced the front page of a recent issue of Sidney Poppay's program for the Majestic and Strand theatres, Gettysburg, Pa. She was a modern St. Nicholas, all decked out in the familiar uniform with the exception of her shapely limbs, which were at the mercy of the freezing elements. Now while we have nothing against old St. Nick, we must admit that the girl on Poppay's program has done more to renew our faith in Santa Claus than anything we have seen in a long time.

A snow man with a "popping" bottle of champagne wished the patrons of the Larcom Theatre, Beverly, Mass., a Happy New Year. That was the illustration on the program sent us by Manager Pearce Parkhurst. Silver and lavender was the color scheme, and mighty pretty it was, too.

Another of those lively calendar programs has just reached our desk from Jim M. Owen, way down there in the Ozarks in Branson, Mo. Jim's Movie News is on one side of the calendar, and most of his column in the latest issue is devoted to New Year's resolutions.

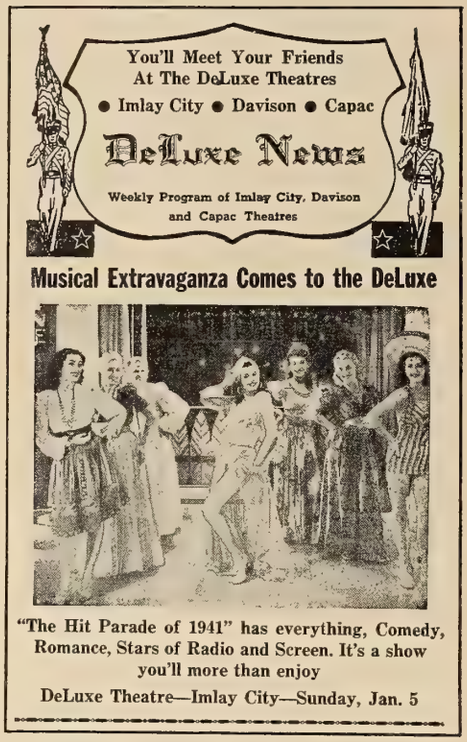
"If a New Year's resolution could make me over," he begins, "there's one I'd make—a resolution to combine all the good qualities of my friends and neighbors and make them a part of myself."

He then continues to point out the qualities of these friends and neighbors, and we can just see them swelling up with pride on reading the nice things Jim has written about them. That's the kind of stuff that wins goodwill in a small town. Jim even goes so far as to suggest to his patrons that they express their appreciation to the local post office employees for their splendid service during the Christmas rush.

One of those inevitable Owen post scripts pops up again, and here it is: "If he still has his appendix and his tonsils, ten to one he's a doctor."

The Wallace Theatre, Levelland, Texas, brought back "Mr. Deeds Goes to Town" as its Christmas attraction. Looking over The Reminder, we like this line: "In this troubled year, the best wishes one could extend, or receive, is a return to the words 'Peace on Earth, Good Will Toward Men'."

With no more space available, we must stop here. See you next week. How about sending us some programs?



Sells "Parade" With Picture

Republic's musical, "Hit Parade of 1941," was the object of front-page mention in a recent copy of DeLuxe News, published for the theatres of Imlay City, Capac and Davison, Mich., operated by Harry Hobolth. The two-column scene cut probably sold more tickets than would have been the case with type.

Bovim's Stunts Sell "Nellie"

Judy Garland's life story, topped by a three-column photo showing her with a large birthday cake, was planted in the *Columbus Citizen* by Russ Bovim as part of his "Little Nellie Kelly" campaign. In addition, John Hardgrove, assistant manager of the Ohio, persuaded the K. of C. Council to recommend the picture and include mention of it on their regular mailing cards. A green ink mimeographed sheet, with a drawing of Judy centered in a shamrock and carrying "L.N.K." copy, was sent to 750 members of Irish organizations.



"Dictator" Flies Over West

Flying over Laramie, Wyoming, in "the most approved method for dictators to travel," an impersonator of Charlie Chaplin "bombed the countryside with laughs instead of bombs." Here he is shown being greeted by Manager Jack McKee of the Fox Theatre, who engineered the stunt on behalf of United Artists' "The Great Dictator." Preliminary newspaper stories heralded the event and radio took up the "gag."

--Your Application Blank--
Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW

1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....

Theatre .....

City .....

State .....

Selling the Picture

For Better Show Selling
***Showmanalyses* Have Appeared In STR on Following Pictures**

Arise My Love	Nov. 9
Bank Dick	Nov. 30
Brigham Young	Sept. 14
Escape	Nov. 2
Go West	Dec. 7
Her First Romance	This Issue
Hired Wife	Sept. 7
Kitty Foyle	Dec. 21
Letter, The	Nov. 23
Melody Ranch	Nov. 16
Son of Monte Cristo	Dec. 28
Spring Parade	Oct. 5
Strike Up the Band	Sept. 21
Thief of Bagdad	Dec. 14
Third Finger, Left Hand	Oct. 26
This Thing Called Love	Jan. 4
Westerner	Sept. 28
You'll Find Out	Nov. 23

Janney P.A. Helps Sell "Adolescence"

The personal appearance of Leon Janney on the regular vaudeville show the day before opening of the engagement of "Adolescence" aided Manager Harry Rose of the Loew Poli Globe, Bridgeport, Conn., in putting over the picture. Reporters met Janney at the railroad station and took pictures which appeared in the *Sunday Post*.

Later, at a press luncheon in the Stratfield Hotel, the star was interviewed by the press, and at 6:30 P.M. that evening he appeared in a 15-minute interview over Station WICC. At the opening, crippled children were invited to the first performance to meet Janney. Each child received a photograph.

Aside from the personal appearance angle, Rose used others in plugging the film. Ten days in advance he screened a special trailer, changing to the regular trailer three days before the picture opened. In the regular trailer, he sold the engagement as the New England Premiere.

In the lobby was placed a special 40x60, teaser plaques were placed throughout the theatre, and the staff wore teaser collegiate caps with copy.

Many Window Displays

Several windows were promoted: Western Union (blow-up telegrams with message from Janney); Watson Electric Company (electric kitchen); David's Jewelry Company (Parker set); Crawford Clothing (clothes); Rogers Jewelry Company (portable radio); Mooney's Sport Shop (fishing rods); Leverty's (drugs). A Woodbury counter display was used at Green's five- and ten-cent store and at Liggett's Drug Store.

A large street banner was strung across the street in front of the theatre a week in advance, while a ten-foot banner was placed over the entrance to the Mosque wrestling matches.

Other important angles of Rose's campaign included promotion of 6 cooperative ads from merchants; placing of 1,000 milk tops on bottles distributed by the Pol-Ade Dairy Co.; distribution of 5,000 blotters at all high schools after break of classes; contacting of Father Chernetsky of St. Stevens Church for personal reaction on picture; distribution of 100 specially imprinted bus cards; placing of 250 window cards and 150 one-sheets about town and in the suburbs; planting stories and art in the radio columns of the *Times-Star* and *Post;* planting streamer across bottom of *Sporting News,* only local sports sheets; and placing of special ads in *La Sentinella* (Italian weekly), *Bridgeport Life* and *The Milford Citizen* (weeklies).

Money Dates

FEBRUARY

9th

NATIONAL DRAMA WEEK. Sponsored by the Drama League, c/o Mrs. Samuel Newton, 1125 Park Ave., New York City. This celebration is concerned chiefly with the stage, but you can cash in on some of the publicity since your theatre is probably the lone stronghold of the drama in your city.

WEATHER BUREAU ORGANIZED, 1870. The weather man plays an important part in our daily lives. You can tie up to this anniversary with a newspaper ad urging your patrons to forget the weather and when it is bad enjoy a good show in the comfort of your theatre. MGM had a short about a year ago which would be especially appropriate to play on this day.

11th

THOMAS A. EDISON BORN, 1847. There are two Edison pictures, either of which you can play again on this day. Businesses born of Edison's genius should be glad to pay tribute to him. This includes electric light companies, lamp stores, music stores selling records, etc.

12th

LINCOLN'S BIRTHDAY. A legal holiday in the North and West. Be sure to charge holiday prices and if you can get a picture with a Lincoln angle, so much the better. Don't forget to display flags, etc., to make a real holiday.

GEORGIA DAY. A holiday in the Peach State.

NATIONAL DEFENSE WEEK. This is the week when all activity in defense should reach its peak. Probably by this time some of the Government's Defense Films will be ready and the theatres which have signed up to cooperate with Uncle Sam will be able to play them.

13th

UNIV. OF NORTH CAROLINA, first state university, founded, 1795. This is an anniversary well worth commemorating in any state university town.

14th

ST. VALENTINE'S DAY. Tie up with confectioners and florists. Advertise a "Bring Your Sweetheart" show. Decorate the lobby with plenty of hearts and play a picture with a strong romantic interest.

OREGON ADMITTED TO THE UNION, 1859. Theatres in that state should join in any observances of the occasion.

ARIZONA ADMITTED TO THE UNION, 1912. This is the youngest of the states, the 48th in order of admission. Pictures about Arizona would be appropriate for the occasion, particularly the one with that name.

BELL AND GRAY PATENTED THE TELEPHONE, 1876. This offers a good opportunity to tie up with the telephone company. A still of the star of your current attraction using the telephone can be used as a wedge in obtaining a tieup by which you should be able to get a window display in the local business office of the phone company.

15th

NATIONAL CHERRY WEEK. This week is timed to end with George Washington's birthday, because of the famous legend of Washington and the cherry tree. Tie up with stores promoting the sale of cherries by supplying them with a couple of glamorous looking stars' pictures to embellish their window displays.

MAY WIN A PRIZE

Have you entered the RKO-Bordens $15,000 exploitation contest on "Little Men." The closing date has been extended to April 15, 1941. Following is a campaign which may win one of the prizes, provided the manager has entered the contest. Study it—you may find something in it to aid you in your own selling of the picture:

Representatives of the Borden Company whose Elsie, the glamour cow, has a role in "Little Men" gave intensive cooperation to Ralph Noble of the Pulaski Theatre, Little Rock, Ark., during the run of that production.

Ten thousand special heralds were distributed through Borden dealers, 200 cards placed, invitations sent to 67 retail dairy men of the community and a moving display of Elsie and Elsie cutouts used in the theatre lobby. Posting was heavy throughout the city.

The radio campaign consisted of announcements over KARK four times daily and twice daily over KLR. In the last mentioned station the plug came on the popular program "Woman's Magazine of the Air."

Tieups were made with Pfeifer Brothers, one of the leading department stores, and with the M. M. Cohn store.

Callow Capitalizes on Superstition in Staging "Nanette" Airplane Ballyhoo

Alert showmen usually find a way to cash in on Friday when it falls on the thirteenth and on other superstitions where they can be tied in with playdates. Everet Callow of Warner's publicity headquarters, Philadelphia, found a unique way to cash in on the premiere of "No, No, Nanette," which took place at the Boyd on Friday, December 13th.

Working with Al Selig of RKO-Radio's exploitation department, Callow devised a superstition-defying stunt for which a prize of $100 was offered by Anna Neagle, star of the film, and Producer Herbert Wilcox. A search was made for a couple willing to be married on that day, with the ceremony to be performed in a TWA transport plane 1,300 feet over the city of Philadelphia. Before going aloft the couple walked under a ladder, adopted a black cat and broke a mirror.

Following the plane trip over Philadelphia, the newlyweds, Mr. and Mrs. John J. Vahanian, came to New York at the invitation of Miss Neagle and Wilcox.

The stunt won considerable opening-day space in the Philadelphia papers and in New York publications as well, the latter due to the couple's visit here on Friday evening, the 13th.

Western Union Telegraph Stamps Made Basis for "Laddie" Tieup

"Laddie" is being brought to the attention of millions of persons through a phase of the intensive promotion by the Western Union for their new telegraph stamps. Little Joan Carroll, featured player of the film, posed for a photograph in New York in which she was shown with a book of the stamps and a Christmas message to her father in Hollywood written on a telegraph blank. This was reproduced with picture credits in ten thousand window bulletins and counter cards all of which went on display in Western Union offices some ten days before Christmas. The promotion was timed with the key-city playdates of "Laddie."

Meet Your Exchangemen

David Kimelman (Paramount)

Dave will tell you with that engaging smile of his that he went into the film business because he preferred applesauce to pork and beans. Before the first World War, he was a salesman for Van Camp in Indianapolis but while in the service, he lost his taste for beans. On his discharge, he joined Paramount's salesman's school and being a star pupil was made Pittsburgh salesman. He was promoted to the branch managership in 1932.



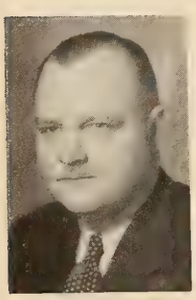
Wilbur C. Seib (Columbia)

Bill has one of the longest careers of any exchangeman. He started way back in 1913 with W. H. Swanson of Denver. Later he worked for Mutual and Metro in Denver and Salt Lake City. He joined Pathe in 1919 and remained with that company until 1930, serving as booker, salesman and manager in several western exchanges. In 1930, he joined Columbia as Denver salesman, being promoted to the branch managership in 1939.



Page M. Baker (RKO-Radio)

P.M., as many call him, entered the industry as salesman for Goldwyn Pictures in 1924. He remained with this company until the merger with Metro, when he went into business for himself. He joined FBO as Louisiana and Mississippi salesman in 1925 and has since been with that company and its successors. He was made Memphis branch manager in 1927 and the next year was sent back to New Orleans as branch manager, his present post.



James A. Prichard (Universal)

One of Universal's youngest sales executives, Jimmy, a Tennessee boy, remained in that state until his recent transfer to Charlotte, as branch manager. He started with Columbia, remaining with that company for four years until his switch to Warner Bros. where he remained two and a half years. Then he went to Universal as a salesman but soon found himself branch manager. A couple of years in this spot prepared him for his present job. He's a favorite with the ladies, being tall and good looking and a spinner of yarns.



William Shartin (Warner Bros.)

Bill worked his way up the Warner Bros. ladder of fame through Cleveland and Minneapolis up to his present post as branch manager in Seattle. When he first got to town, the exhibitors there thought he was a member of the Treasury Department reeling off the National Debt figures, but they found out he was only talking film rentals. But he got the contracts. Bridge and golf are Bill's favorite sports but he'd still rather sell film.



Carl F. Reese (Republic)

Carl is now Republic branch manager in Omaha. He has spent all his adult life in the film industry in Omaha and Des Moines. He started his film career with Mutual Film Company after the World War and later worked as Metro salesman in Omaha and Des Moines. For a time he managed an independent exchange in Des Moines, but then returned to Omaha as salesman for Fox, remaining in that post for nine years until his appointment as Republic branch manager. He is said to be a typical son of the plains.



Sam Shurman (MGM)

Sam was born in Elgin, Illinois and has spent all of his life in the Middle West. He broke into the industry as an exhibitor, operating theatres in West Frankford, Ill. and Mobile, Miss. before entering the distribution field as a shipper and booker for the General Film Company. Later he was manager for Fox in Milwaukee, before joining the Goldwyn Company. With the merger of the latter with Metro, he remained with MGM as Milwaukee branch manager. He has a reputation as an automobile driver and recently won a medal for daredevil driving.



George W. Sampson (Monogram)

Way back in 1918, George started in the film business with Pathe as a salesman. The next year he was made branch manager, a job which he held until 1924, when he joined the James N. Robertson Theatrical Enterprises as vice-president and general manager. He stayed there until 1930 when he took over several independent theatres including the New Esquire in Detroit. But for the past few years he has been salesman for Monogram in Detroit.



The Box Office Slant (SIB)

High Sierra

(Continued from Page 9)

who sends him out West where a big hotel's safe is to be robbed. He meets his associates in a mountain cabin and with them Ida Lupino, who falls in love with him. The job done, he starts East with her but is unable to collect his share of loot. He has been recognized as the killer and he sends Ida on with a promise to meet her later. He is trapped on Mt. Whitney, highest in the U. S., and finally killed.

Comment: Here's another of the Warner Bros. gangster pictures. While it does not quite follow the familiar pattern, the inevitable end as decreed by the Hays office, looms from the beginning. A good deal could be chopped off the picture without losing any of its dramatic values. It is slow getting started. And there is the further disadvantage of too few real comedy moments. Toward the end the suspense begins to pile up but since the end is well known it is just as a case of waiting for it. The picture is unusual in that the final battle of the police with the gunman takes place with Mt. Whitney as a backdrop but otherwise there is no connection with the title. Where gangster pictures are liked it can be sold from that angle. Elsewhere concentrate on the outdoor angle and the beautiful scenery. Ida Lupino's fine acting assures her of greater attention in the future, so play up her name, as well as that of Joan Leslie who is featured in some forthcoming Warner films.

Catchline: "Trapped on the highest mountain in the U. S."

Montana Screen Club Organized in Butte

Organization of the Montana Screen Club with headquarters in Butte, Mont. was recently completed. The group will be similar to the Variety Clubs and to other organizations of similar nature in other cities. Charter members of the new organization are as follows: Clyde Anderson, Al Shepperd, Cardell Enrooth, Bert Hensen, Joe Kracher, Howard Godfrey, Jack Casey, Dan Kalen, Clare Swonson, Harry Swonson, Harold Fuller, Joe Tipple, Frank Berryman, Bill Braden, Dan Clancy, Frank Larson, Russell Swonson, Sam Appleman, Bucky Harris, Hank Young and Ed Loy.

At the election of officers, Loy was chosen president; Hensen, vice-president; Harry Swonson, secretary-treasurer, and Clyde Anderson, publicist. The directors are Anderson, Berryman, Appleman, Kracher, Enrooth and Larson.

The purpose of the club is to get together in social gatherings all of the film folk in the state of Montana and adjacent territory and promote a better understanding in the industry. By-laws have been set up, similar to those adopted by other screen clubs throughout the country. Regular meetings are to be held at the group's clubrooms, location of which is yet to be determined.

"CONVOY" SPEEDED

RKO-Radio's release, "Convoy," review of which was carried in the issue of Dec. 7, has been cut again since its London preview and the picture has been speeded up considerably. A total of about 15 minutes has been eliminated, thus quickening the pace considerably. With news of convoys hitting the front pages daily, the picture should do a good business in the U. S. All that was said about it in its London review still holds good—and more to boot.

"HER FIRST ROMANCE"

An SRB Showmanalysis (REG. U. S. PAT. OFF.)

THERE are some attributes possessed by Monogram's "Her First Romance" which make it an exploitation subject for showmen who like to get maximum returns from every picture they play. In the first place, it's one of those wholesome, clean films with a strong family appeal, thus permitting your campaign to be directed to every "boy and girl" between six and sixty. Secondly, it was adapted from Gene Stratton-Porter's novel. This Hoosier authoress is well known throughout the country for her excellent stories set against the background of the Limberlost where she lived. Many of her other stories have been successfully transferred to the screen, which leaves little doubt but that "Her First Romance" will follow in the same category.

Still more attributes are the excellent tieups that have been arranged, but we'll learn more about them later. It is true that outside of Edith Fellows, the cast will be strange to most theatregoers. But through the fine work she did in several of the "Five Little Pepper" pictures and other vehicles, Miss Fellows, now a grown-up young lady, has built a fairly good following in most of the smaller communities. Her name in connection with the picture will count for something at the box office. Appearing with her is Wilbur Evans, making his screen debut after a successful career as a baritone soloist on the concert stage. Since those who have seen the picture predict bigger and better things for him, it would be to your advantage to thoroughly acquaint your public with this new personality. If he is known in your community, so much the better.

The picture's musical numbers might be plugged through tieups with music shops, although there is no definite information at this writing as just what songs there are, if any. However, in your advertising, you can point out that romance, comedy and music are the entertainment highlights of the picture. Few people can resist these three harbingers of good entertainment.

Before we go into any other selling slants, let's take a look at some of the tieups. Four of the most outstanding ones are reproduced on this page, and it is quite possible that there are others. This information you will find out, however, when you look through your press book. Four of the tie-up stills are reproduced on this page.

One of them is on milk. The stunts you can engineer in connection with milk are almost limitless. For one thing, the special still can be used as part of a window or counter display in numerous grocery and department stores. And then, too, some local dairy will undoubtedly wish to use it in connection with a cooperative newspaper ad. Several blowups could be made for placing on the sides of dairy trucks, along with tie-in copy. Die-cut announcements could be placed over the necks of milk bottles delivered to local consumers. Possibly you can work out some other stunts in which this milk angle can be beneficially used.

There is another still showing the two main characters fishing. It's a natural for tieups with sporting goods stores. But you may also have the opportunity to use it elsewhere. For instance, it might be blown up and displayed in almost any other kind of a business establishment, with a catchline something like this serving as the tie-in copy: "You don't have to fish around for bargains when you shop at (name of store) because every day is bargain day here, etc. See Edith Fellows and Wilbur Evans in 'Her First Romance'."

A third still shows Miss Fellows standing beside a Maytag washing machine. This is a tieup (and the one to follow may be mentioned in the same breath) you won't want to pass up. You can net yourself window displays and co-operative ads. A life-size cutout of the star could be posed beside an actual Maytag in a dealer's window. We suggest a tie-in catchline something like this: "Don't spoil your chances of recreation by having to spend an entire day beside an old-fashioned washing machine. Get a Maytag—wash your clothes the modern way—then use that extra time for recreation at the movies. And the picture to see is 'Her First Romance' at the Blank."

As for the Servel Electrolux tieup, in all probability your local gas company has been notified and is willing to cooperate with you in every way possible.

There is another still, not shown on this page, which pictures three of the film's principal characters at a drug store soda fountain sipping Coca Colas. Get your local druggist to rig up a Coca Cola display to tie in with the picture, whether it be in the window or at the soda fountain. You can work the line, "The Pause That Refreshes" into the tie-in copy.

The newspaper should be willing to sponsor a letter contest from local men and women on the subject of their first romances. Best letters on the subject might be printed and the writers awarded guest tickets. Another logical subject for a letter-writing contest might be: "Does a First Romance Always Last " or something like that.

Of course, the title is something a lovelorn column can "go to town" on. Perhaps the question advanced in the letter-writing contest in the preceding paragraph could be answered by her. She could dwell at length on puppy love, real love, etc., meanwhile getting in a plug for your picture wherever possible.

Leading stores can be brought in your campaign setup through cooperative ads and window displays. Such procedure could be based on the angle that " 'Her First Romance' Will Be Remembered Forever If You Purchase Her Clothes and Luxuries from These Merchants . . .". The merchants could feature in their ads special items appropriate for girls.

In an earlier paragraph, we suggested that you acquaint your public with the new screen personality, Wilbur Evans. A good way to do this would be to place a large blowup or cutout in the lobby, with the words, "Meet Wilbur Evans" at the top. Below the blowup or cutout could be additional copy along this line: "You'll be thrilled by the personality and good looks of this recruit from the concert stage, who makes his first screen appearance in 'Her First Romance'."

Small "introductory" heralds might also be made up and distributed to your patrons. While you're doing this, however, don't forget to bring out the other entertainment highlights.

Since "Her First Romance" was adapted from a Gene Stratton-Porter novel, book store tieups should be made. Perhaps there are people in your community who knew the authoress or got a glimpse of her on some occasion or other. If so, either have them write letters telling of their experiences or get them to appear on a special radio program.

In high school you'll find a lot of adolescents who are having their "first romance." One way to interest them in your picture would be to set aside an evening for them, and admit two for one admission, provided a coupon published in the school paper is presented at the box office. It would also be a good stunt to pass out two sets of numbered tickets—one set to the boys and the other to the girls. Boys or girls finding corresponding numbers would attend the show with the other boy or girl.

Through a newspaper contest, or as a radio stunt, invite the public to think of as many titles of songs, motion pictures and stories as they can containing the word "romance." In some instances it may be found that the same title has been used twice, in which case it would be necessary to name the author or composer. We know, for example, there has been more than one musical composition entitled *Romance,* and one of them is by Tschaikowsky. And there was also a popular melody entitled *A Fine Romance.* As an impromptu radio program, this stunt should turn out to be an entertaining and fascinating plug for the picture.

Give "Her First Romance" a strong exploitation campaign. Only in this way can you realize maximum grosses and large attendance.

Screenplay by Adele Comandini. Adapted from the novel by Gene Stratton-Porter. Directed by Edward Dymtryck. Produced by I. E. Chadwick.



Use These Tieups In Your Campaign

Here are four important tieups that should be used in conjunction with your campaign on "Her First Romance." In the upper left-hand corner is a still which should make milk promotion easy, while the still at the upper right paves the way for windows in sporting goods stores. The two stills at the bottom, one on Maytag washers and the other on Servel Electrolux Refrigerators, should net you special windows and co-op ads. There are other good tieups not shown here.

The Short Subject

New Prudence Penny Short Worthy Of Special Promotional Activity

Within a short time MGM will release the newest Pete Smith Specialty, a Technicolor short subject featuring Prudence Penny and titled "Penny to the Rescue." Since the past Prudence Penny subjects have been exploitation naturals, it is only logical to surmise that the newest will be in the same groove and that showmen who are to play it will sharpen up their exploitation wits to capitalize on it.

Newspapers should be an important part of your campaign, for even if the Prudence Penny column isn't featured, it's ten to one that some other recipe column finds its way to the Market Basket Page at least once a week. The subject can be plugged in conjunction with the column. Furthermore, the newspaper's advertising department will surely cooperate with in running a series of ads advertising "Penny to the Rescue." To reciprocate, you can use a display in your lobby crediting the newspaper's cooking page. This may also be done via a trailer.

Several scene stills are available and mats have been made of most of them, so that food page editors should be delighted to use them to dress up the page. Of course, their value is greater than that, and the editor will realize this; but at the same time they are highly attractive pieces of art that are sure to gain attention.

Recipe contests are not new. Many newspapers sponsor them each week, designating some principle dish as the subject. For two or three weeks, perhaps you can tie the contest to "Penny to the Rescue" and offer guest tickets for the best recipes. On the other hand, if the newspaper never sponsors such a contest, try to persuade it to do so in this instance. Favorite recipes that have been handed down from mother to daughter for several generations could be the basis. For the best recipes published, prizes of guest tickets can be awarded, and if you find a novel recipe, single it out for a grand prize.

Don't forget the school domestic science classes. Students of these sessions can aid you in publicizing "Penny to the Rescue." For example, a cooking competition among the students might be held, with a prominent home economics expert as judge. The editor of the newspaper's food page might serve also in this capacity. A public demonstration of the class' skill in making candy might take place in your lobby or in a local department store. Foodstuffs and cooking equipment could be supplied by the merchants who would run newspaper ads announcing the event.

Are there any good male cooks in your community? If so, you'll find out after you've conducted a contest that brings out their cooking talent. The subject deals with men in the kitchen, so such a contest will be quite in keeping with your showing. The newspaper and a store selling kitchen appliances could sponsor the contest, with the finals being judged by the leading chefs of your community. Here's a contest that can be an amusing buildup to your engagement. Arrange to hold the finals on the stage, if that is at all possible.

Since an all-gas kitchen is used in "Penny to the Rescue," you again have the opportunity to receive cooperation from your local gas company, inasmuch as the American Gas Association is planning to send special tie-up newspaper ads to its member-companies.

With six of them illustrating various products used in the film, seven exploitation stills are available from your MGM exchange. The seventh concerns the Prudence Penny Cook Book published by Prentice-Hall, Inc. It is now on sale in book and department stores throughout the country, so it should be a comparatively simple matter for you to arrange special window and counter displays on this score. Award copies of the books as prizes in contests. With the other six stills, you can make tieups on Golden Age Spaghetti, Crisco, Servel Electrolux, Morton's Salt, Carnation Milk and Roper Gas Range.

. . NEWSREEL SYNOPSES . .

(Released Saturday, January 11)

PARAMOUNT (No. 39)—Alice Marble in pro-tennis debut at Madison Square Garden; British army continues march through Italian Libya; British bombers guard convoy; Club for American volunteers in England; Roosevelt addresses Congress.

MOVIETONE (Vol. 23, No. 36)—England honors Greece; Scrap iron campaign; England prepares for invasion; British bombers guard convoy; Roosevelt announces budget; Sunshine at Miami Beach, Fla.; Gov. Hurley makes inaugural speech at Hartford; Alice Marble in pro-tennis debut at Madison Square Garden; Johnny Bulla wins Los Angeles open golf; Boys club boxing.

NEWS OF THE DAY (Vol. 12, No. 234)—England drills for surprise offensive; Oregon surfboat changes lighthouse keepers on isolated island; America trains Arctic patrol; Anne Morgan asks food for France; Conn. hails new Governor (New Haven only); Alice Marble makes pro-tennis debut; Boys club boxing; Bulla wins Los Angeles open golf (Los Angeles only).

PATHE (Vol. 12, No. 39)—Alice Marble makes tennis debut at Madison Square Garden; RAF flying patrols guard convoys; Navy bomber lands in small lake in Texas; U. S.-Argentina sign trade pact; Children in air raid shelter; Johnny Bulla wins Los Angeles open golf; Ice-boating in Wisconsin.

UNIVERSAL (Vol. 13, No. 944)—England prepares for invasion; Refugee diamond cutters; U. S.-Argentina sign trade pact; Lightweight machine guns; Greeks bless U. S. waters at Atlantic City; Reducing studio; Life-saving dog at Miami; Co-eds wear military hats; Alice Marble in pro-tennis debut at Madison Square Garden; Toboggan rescue race at Mt. Hood, Ore.; Johnny Bulla wins Los Angeles open golf.

(Released Wednesday, January 8)

MOVIETONE (Vol. 23, No. 35)—Roosevelt addresses 77th Congress; King George visits Southampton; Marshall Petain in military ceremony at Marseilles; De Gaulle inspects French fleet; Greeks honor soldiers; Harry Hopkins off to London; Ambassador Phillips returns to Rome; Darryl Zanuck gets N. Y. Film Critics' award (except Philadelphia); Annual Mummers parade (Philadelphia only); Golden Glove bouts at Washington, D. C.; Oconomowoc ski tournament.

NEWS OF THE DAY (Vol. 12, No. 233)—Roosevelt addresses 77th Congress; Marshall Petain in military ceremony at Marseilles; De Gaulle inspects French fleet; Greece celebrates victories; Annual Mummers parade (Philadelphia only); Mrs. Roosevelt selects fashions for inaugural ceremonies; Torger Tokle wins Eastern U. S. ski meet; Badminton champions battle it out.

PATHE (Vol. 12, No. 38)—Roosevelt addresses 77th Congress; Harry Hopkins off to London; Brazil reinforces its growing Navy; Cotton Bowl, Orange Bowl, Sugar Bowl and Rose Bowl football games.

UNIVERSAL (Vol. 13, No. 943)—Roosevelt addresses 77th Congress; Britain marks "black out" Christmas; De Gaulle inspects French fleet; U. S. greets New Year with hope; Annual Mummers parade at Philadelphia; Harry Hopkins off to London; Novel sports club off Florida coast; Oconomowoc ski meet; East-West football game at San Francisco.

PARAMOUNT (No. 38)—A review of the year's events showing what happened as recorded by newsreel cameramen and what we thought about it, as reported by the eye of the American cartoonist.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning January 11)

CAPITOL—Information Please No. 2 (RKO-Pathe) rev. 10-19-40; You the People (MGM) rev. 1-4-41; America Spoken Here (MGM) rev. 12-7-40.

CRITERION—Buyer Beware (MGM) rev. 9-7-40; Going Places No. 84 (Univ.) rev. 12-28-40.

GLOBE—Porky's Hired Hand (Vita.) rev. 12-28-40; Henry Busse and His Orchestra (Vita.) rev. 11-30-40.

PARAMOUNT—Raggedy Ann (Para.) rev. 12-21-40.

RADIO CITY MUSIC HALL—Labor and Defense, 1941 (RKO-M of T) rev. 12-21-40; Day After Day (Documentary Film).

RIALTO—Winter's Playground (RKO-Pathe) rev. 12-9-39; Donald's Penguin (RKO-Disney) rev. 5-20-39.

RIVOLI—Pluto's Dream House (RKO-Disney) rev. 9-14-40.

ROXY—What a Little Sneeze Will Do (20th-Fox); The Rodeo Comes to Town (20th-Fox).

STRAND—Love's Intrigue (Vita.); California Thoroughbreds (Vita.) rev. 12-28-40.

Short Subject Reviews

Western Daze *(Novel)*

Paramount (UO-1) Puppetoon No. 1 **9 mins.**

This is the first of a very novel series of shorts —something like cartoons, yet entirely different. Real backgrounds are constructed and photographed but the characters instead of being hand drawn cartoon characters are puppets. Real voices are used of course and the effect is most unusual. The first subject concerns a dude who is framed by the villain so that the sheriff thinks he stole a horse. But the horse gives away the identity of thieves and after a spirited chase the dude captures the bandits, the $1,000 reward and the sheriff's daughter. George Pal produced the subject and Andre Kostelanetz supplied the music.

His Ex Marks the Spot *(Funny)*

Col. (2426) All-Star No. 6 **17 mins.**

Husband Buster Keaton and Second Wife Dorothy Appleby find that the alimony demanded by his first wife is causing them to lose their home. As a solution, Buster invites his ex-wife and her boy friend, back-slapping, rib-punching Matt McHugh, to come and live with them, thus eliminating the alimony worry. But even worse things happen, most of them of a slapstick nature to delight audiences of neighborhood theatres. Some of the gags are hilariously funny. The subject was produced and directed by Jules White. Use a life-size stock cutout of Keaton for your lobby display, and see that his name gets billing on the marquee.

Local Red Cross Cooperates

When he played the Technicolor short subject, "Flag of Humanity," Manager Jim Unger of an Interstate Theatre in Temple, Texas, contacted the local Red Cross representatives who cooperated with him in putting the subject over successfully.

Barr Can Exploit 'Em

Arranging a special atmospheric lobby, planting the entire script in the *Times-Herald* and publicity stories in other papers, Francis Barr, manager of an Interstate Theatre in Dallas, Texas, "went to town" in his campaign on "London Can Take It." He also received support from the local National Guard and Army and from the Navy and Marines.



Loew Poli Managers, Wives at Christmas Party

Theatre managers and their wives of the Loew Poli New England Circuit were guests of Division Manager and Mrs. Harry F. Shaw recently at a special Christmas party held at the Hotel Taft. The managers took time out from regular duties to engage in an evening of lively entertainment, which included a dinner, dance and games.

Junior Tickets Seen As Solving Problem

An innovation warmly received by the public was recently inaugurated by Fox West Coast Theatres when junior tickets, admitting persons over 12 years of age or under 16 to any FWC theatre at any time—Saturdays, Sundays and holidays included—were placed on sale at all the circuit's box offices.

Speaking of the new policy, Charles P. Skouras, theatre company head, pointed out that it culminated as a result of FWC's efforts to "keep in step with public desires and to at all times present the best in motion picture entertainment at popular prices."

Action of FWC seems likely to be duplicated by other theatre operators who find it difficult to bridge that gap between childhood and adulthood. Many youngsters between 12 and 16 often feel they are not old enough to pay adult prices and hence restrict their visits to the movies. Then, too, the adult price may be a little too steep for them. By its action, FWC has arrived at a happy medium—an intermediary scale for this almost forgotten section of the theatre-going public.

Other exhibitors who may wish to adopt the same plan are cautioned about one thing in exploiting it, and that is not to refer to the tickets as "juvenile" or "kid" tickets, inasmuch as most boys and girls at this age are extremely sensitive at being termed juveniles. It would seem that "Junior Tickets" is the most appropriate designation.

Consistent mention of the innovation in newspaper ads, in the lobby, and by means of a special trailer, as well as the promoting of newspaper stories, should be ample exploitation ammunition.

In selling these tickets, remember however, that under the present tax laws, you must collect a tax equal to that on regular adult admissions at the same shows.

Plants Hair-Pulling Spread

A full page of action stills from "Comrade X," depicting Hedy Lamarr in the hair-pulling sequence, landed in the Sunday roto section of the *Washington Post* as part of the advance campaign for the film by Dan Terrell, Loew's publicist. The layout was headed "Hedy Sheds Her Glamour" and comprised eight captioned stills.

Chocolate Tabs to Patrons

Leading restaurants and hotels in Lincoln, Neb., distributed bitter sweet chocolate tabs to all patrons as part of the "Bitter Sweet" campaign put over by R. R. Hoffman, Lincoln Theatre.

200 Replies on Contest Two Hours After Newspaper Is Out

Do people like contests? Manager Bill Compton of the Tower Theatre, Compton, Calif., believes they do, and as proof he cites the one he planted on behalf of "Boom Town."

Tieing up with merchants and the newspaper, a page cut-out contest was planned. Readers had to cut out sections of a picture and put them together in the form of a picture published at the top of the page.

Theatre tickets were presented the first twenty people turning in correct answers. Within two hours after the newspaper had hit the streets, two hundred replies had been received.

What better indication of contest popularity than that?

Hauschild Makes Effective Tieups For Campaign on "You'll Find Out"

Manager Thor Hauschild of the Paramount, Marion, Ind., made a number of effective tieups for his campaign on Kay Kyser's "You'll Find Out," highlighted by a contest based on the spelling of Kay's name via printed inserts for bread packages. Each insert carried key letters and those obtaining the ones which spelled out Kay Kyser received guest tickets. Two hundred were given away.

Napkins imprinted with picture copy and theatre credits were distributed in ten downtown spots and ten suburban eating places and three thousand laundry bundle stuffers went out from the Trueblood Laundry.

A street ballyhoo was that of a "professor" wearing a cap and gown over overcoat, wool helmet and galoshes. He passed out diplomas printed on various colors of stock with one color honored at the boxoffice for admission, but everyone receiving a diploma had to first present it to the cashier of the theatre during the Sunday matinee opening to see if he held the winning color. No one but the cashier knew the color to be so honored. Fifty of the correct color diplomas were among the three thousand distributed.

Manager Hauschild tied in with a local newspaper for a classified quiz contest and arranged for window displays in a dozen stores.

Cakes to Newspaper People

Fifty half-pound cakes adorned with shamrocks were sent to all top newspaper people, city officials, Irish clubs, etc., as part of the "Little Nellie Kelly" campaign put over by George Hunt, Loew's, Louisville. House ushers carried "L.N.K." banners in the Armistice Day parade. Hunt also planted Judy Garland's Life Story in Pictures in the local *Times*.



The Talk of the Tents Up and Down the Land

Variety Club Notes

JOHN H. HARRIS, NATIONAL CHIEF BARKER

Weekly Get-Together of Filmdom's Good Fellows

Tent No. 2—Columbus

Several Barkers Away for Holidays . . . Harry Howard in Town . . . New Boulevard Theatre Opens.

Barker Mike Cullin spent New Year's in Pittsburgh. Barker Al Redman was chairman of the New Year's Eve party, and it was a terrific evening.

Chief Barker Harry Schreiber's wife and children spent the holidays with her parents, Rev. and Mrs. T. S. Sard, in Wilmington, Delaware. Harry Howard, producer of the Continental Revue, now playing the Palace, spent the week in Columbus arranging production numbers for future dates. Quite a few barkers are on the sick list with grippe and colds.

The new Boulevard Theatre, one of the MacDonald chain, opened last Saturday with the usual fan fare. Nat Holt, Midwest Division Manager of RKO, spent Monday at the local theatres. Johnny Jones' (recent manager of the Southern Theatre) new column in the *Columbus Dispatch* is becoming very popular. Club Treasurer Jake Luft is laid up with the grippe and was unable to attend the New Year's party.

Tent No. 3—Cincinnati

Greenberg and Yamin Back From Florida . . . Latter Has Air Hostess' Phone Number . . . Both Well Tanned.

A few very quiet days around the clubrooms is the best that could be said of activities immediately following the New Year festivities. Several of the barkers making plans for their invasion of sunny Florida while others already heavily tanned are slowly returning to take up their duties in the more frigid north. Among the latter were Mike Greenberg and Bert Yamin, both of them brown as berries and more tired than they were before they left for their much needed vacation. But as Greenberg explained it—when you pay $15 a day for a room you are going to stay in and enjoy it. So you must play hard so you can sleep well, and if you sleep you cannot get your money's worth, so you play hard and don't sleep, but lay awake and get a $15 view of the walls and ceiling. Incidently while Greenberg drove back Yamin came back by plane and is all enthused over the short seven hour ride. And what is more he has the name and telephone number of the pretty plane hostess.

Dave Miller, division manager for Universal, in close conversation with Pete Rosien, his local manager. Sid Marion, Charlie Hall and many others of the "Streets of Paris" company, the current attraction at the Shubert, are putting in their off moments at the Variety Club.

Sam Handelsman, former Cincinnatian and at present back with "The Male Animal," was the guest of Noah Schechter during his engagement in Cincy. Short Circuit Andy Niedenthal and Mrs. Niedenthal entertained some selected friends at the Tent right after the New Years. Or was it a hold over.

Bill Onie, the new chief barker, is getting grayer over his committee appointments. We hope he succeeds in placing the proper members on the proper committees. Billy Bein and his wife, Esther, went back to New York after spending the holidays here. Billy had a pass for "Panama Hattie" in his pocket written by Noah Schecter on his friend Warren O'Hara, manager of the show. Billy hopes it's good and so does Noah.

Tent No. 5—Detroit

New Year's Eve Open House . . . Frolic Set For Jan. 11 . . . Royal Theatre Remains Closed.

New Year's Eve Open House at the Variety Club started the year off well for the new administration, headed by Chief Barker John Howard of Paramount. The crowd was close to capacity, with many "in and out-ers" who came up briefly to meet friends and exchange greetings. A list would include a high percentage of the Club roster, plus many well-known industry guests. The event lasted till well toward the morning hours, with everybody having a grand time. Among out-of-towners: Howard Paul of Romeo.

Plans are complete for the first Frolic of the year, for January 11. An early evening of cards is slated, restoring a pastime that was very popular for Saturdays until a year or so ago. Dancing is to follow, with a professional band. Barkers in the vicinity of Detroit any Saturday night are doubly welcome at the clubrooms.

Barkers are returning from the South in droves, but few were visible along Film Row this past week. Manager Les Sturm was just about alone up at 20th-Fox one day, for instance. Jack Hurford, manager of the Fox Theatre, is planning a brief trip to Florida in February—if he can tear himself away from Jackson, Jr., that long.

Wisper and Wetsman and United Detroit Theatres still kept the big new Royal Theatre closed, with no probability that the house would open until later in the month, as interest was centered upon year-end activities, with no direct move toward settlement of the controversy over employment of a stagehand.

The famous suit of Midwest vs. Co-Op Theatres was postponed due to illness of an attorney. Jacob Schreiber sued to recover the five Midwest houses from his nephew, Ray Schreiber.

Tent No. 6—Cleveland

Series of Sat. Nite Parties . . . Ed Fisher a Father . . . Joe Kauffman Ill . . . Drew Has Open House.

In order to obtain funds for the purchase of an iron lung to be used in the charity wards of all Cleveland hospitals, the Variety Club here is to hold a series of Saturday night parties. According to Chief Barker Bert M. Stearn, every party will hold new surprises for the assembled guests. The first affair will be held Saturday, January 11th, starting at nine p.m., and ending about three a.m., with dancing by a torrid swing band recruited from one of the sun tanned Cleveland night spots. Appropriately, the first party is to be known as the Dark Town Strutters Ball.

Barkers and their wives who have not had an opportunity to take lessons from Madame La Zonga in the art of Rhumba, will have a good chance to become experts in this newest of Latin terpsichore, when Annette Newman, assisted by Al Friedlander and Irwin Shenker, inaugurate Sunday nite Rhumba classes at the Cleveland Tent.

Ed Fisher, United Artists Exploiteer is passing out cigars. He's a papa now to a seven and a half pound baby girl. Mrs. Georgia Moffett, club secretary, is back from a holiday vacation and feeling swell. Barker Joe Kauffman, Universal branch manager, is ailing at Mt. Sinai Hospital. Mr. and Mrs. I. J. Schmertz, enroute to Miami, Florida, for a brief holiday. Barker Frank Drew held open house New Year's Day.

Last week it was the International Revue, this week the entire Casa Loma Band, including Glen Gray, Pee Wee Hunt, Kenny Sargent and others making the club their headquarters while in town playing at the Palace.

Barker Jack Finberg of Cincinnati was in town on vacation seeing friends at the Cleveland Tent. Izzie Rappaport did a swell job decorating the Tent for the holidays. Stewards Dick Cleary and Jack Ogden haven't yet recovered from the New Year's Eve party.

Tent No. 8—Kansas City

Quiet Over Holidays But Some Out-of-Towners Drop In . . . Many Barkers In Florida For Vacations.

A few out-of-towners were in the club to say hello for the holidays, among them Stanley Maier, 20th-Fox manager at Des Moines. Hank Doering was in from Garnett, Kansas. Mostly, however, it was a quiet time at the clubrooms here, with several away on vacation. Among these were Ralph Morrow of Universal, Harry Wheeler of Paramount, John Graham of UA, Ben Marcus, Bill Bradfield, and Tom Baldwin of Columbia. Some went to Florida, where they attended the opening of Barker Gus Diamond's new Vogue at Orlando. Gus operates theatres at Salina, Eldorado and Arkansas City, Kansas. Barkers Sam Abend and Earl Jameson of Film Delivery gave a week's salary as a Xmas bonus.

Tent No. 10—Indianapolis

New Year's Eve Affair Big Success . . . Extensive Holiday Activities . . . Club Looks For Big Year.

Our New Year's Eve affair was a big success; unquestionably the nicest New Year's Eve party our club has ever held. Full attendance, splendid music and good food. Art Landes and Irv Fendrick take a bow for this fine party.

Our holiday activities this year were quite extensive. We staged a mammoth indoor circus at Keith's Theatre, at which time we entertained 962 poor children. Each child received a bag of peanuts upon entering the theatre, saw a good 2-hour show and received a box of candy to take home with him. Needless to say, the kiddies had a great day. We also staged a Christmas show at the City Hospital for the tuberculosis ward, and gave liberal contributions to the Clothe-A-Child fund and the other funds from the various newspapers.

Our first meeting for 1941, under the leadership of our new chief barker, Ken Collins, is scheduled for Monday, January 27. Ken Collins has some fine plans drawn up for the charitable activities for Indianapolis Tent for 1941. We made a splendid record in 1940 and Ken hopes to better it. The club is in splendid shape and we are all set for the biggest year in our history.

The boys have made good use of the club during the time they were off the road for the holidays. Some found it profitable—others not so much so.

Tent No. 11—Washington

Meakin Names Committees for New Year . . . Their Aims and Purposes Announced in Detail.

Chief Barker Hardie Meakin last week announced committee appointments for 1941 with the earnest wish that "the appointments will not only be accepted gladly, but that in each in-

stance everything will be done to carry through." New committees have been set up and others dropped, with the hope that the assignment of each committee will be clearly defined.

Promotion Committee—To plan and stage events to raise funds for the welfare work of the club: Carter Barron and Sam Galanty, co-chairmen, Floyd D. Akers, Rudolph Berger (representing the Welfare Committee), Phil M. Bobys, Harry S. Brown, J. E. Fontaine, Leopold V. Freudberg, Clark C. Griffith, Louis Janof, James Lake, A. E. Lichtman, Sidney Lust, George P. Marshall, Robert L. Mittman, John J. Payette, Wade Pearson, Fred A. Rohrs, Charles Rosenthal, Herbert Sauber, Charles Schulman and Samuel N. Wheeler. As ex-officio members—the entire membership—to cooperate with suggestions and to fill specific assignments when made by the co-chairmen.

Welfare Committee: Rudolph Berger, chairman, George A. Crouch, Emil Holz, Fred Kogod, Clarke Davis, A. E. Lichtman, Joseph Morgan, John J. Payette, Fred A. Rohrs and Charles Shulman. To this group is added a special advisory committee: Dr. E. A. Cafritz, Rev. Dr. John K. Cartwright, Philip Ershler, Rabbi Norman Gerstenfeld, Malcolm G. Gibbs, Dr. Jacob Kotz and Dr. Joseph R. Palkin.

Special Events—To plan special events for the membership on the social side, to follow through on those events already established as annual affairs, to arrange for celebrities of the stage, screen and other professions and business akin to our industry to come to the club, to arrange monthly luncheons and the general observance of days and dates throughout the year that should receive special recognition from the club: Sidney Lust, chairman, Edmund Plohn, assistant chairman, Harry M. Anger, Alan J. Bachrach, Harry S. Brown, William V. Dougherty, Archie Engel, Gene Ford, Harry Krivit, Phil Lampkin, Edward J. Melniker, Wade Pearson and Dr. Frank Shyne.

House Committee: Harry S. Brown and Archie Engel, co-chairmen. Harry Somerville, representing Willard Hotel and Sol. L. Sorkin.

Membership Committee: Nathan Golden, chairman, Carter Barron, A. J. Brylawski, Jake Flax, Sidney Lust, Angelo Ratto and Samuel Wheeler.

Publicity Committee: Dan Terrell, chairman; for newspapers: Bill Hoyle, assistant chairman, Nelson Bell, Jay Carmody, Don Craig, Carlton G. Duffus, Bernie Harrison, Andrew R. Kelley and Edmund Plohn; for radio: William B. Dolph, assistant chairman, Art Brown and Arch McDonald; special tie-ups: Ernest Johnston, assistant chairman, Joseph Gillespie and Anthony Muto; for trade papers: Charles Stofberg.

Reconstruction Committee—will function only until such time as all obligations incident to the reconstruction work have been fulfilled: A. J. Brylawski, chairman, John Eberson, Sam Galanty and Kemp Mohler.

Special Committee—will see that proper recognition is given by the club in the event of marriages, births, anniversaries and deaths: Edward J. Melniker, chairman, Leon Makover, Robert L. Mittman, Herbert Sauber and as special assistant, Nat B. Browne, assistant secretary of the club.

Ladies Committee—As the ladies have become such an important part of the club, this one-man committee will function to see that they are made happy at all times, and that special events are arranged for them: Archie Engel, chairman of the one-man committee.

The Executive and Finance Committees will be elected at the next meeting of the Board of Governors.

Tent No. 12—Minneapolis

Some Noted Visitors at Club . . . Tom Burke Visits . . . Charlie Jackson Pronounced OK by M.D.'s.

The Twin City Variety Club had some noted visitors this week. Lou Holtz, Wendy Barrie, Lola Lane and Arline Judge were in town from Hollywood and for a Minnesota theatre engagement and they were the club's guests at a reception.

Tom Burke, Des Moines' branch manager for Monogram, back in town for a visit, dropped in. Chief Barker Ben Blotcky is due back from his Florida jaunt this week and things are expected to hum again.

Charlie Jackson, one of the club's active members, is happy because he just went through the Mayo Clinic at Rochester, Minn., and was pronounced 100 per cent hale and hearty.

Leo Adler, United Artists' home-office traveling auditor, was a visitor in the clubrooms. He's a member of the Omaha tent, although New York is his home.

A number of the members are hibernating in the South, including Gilbert Nathanson, Moe Levy, Jack Cohan, Theodore Hays and W. A. Steffes. Charlie Weiner changed his plans and didn't go to Chicago after all for New Year's Eve. He and his wife were present at the club's party. "Hy" Chapman is flashing a beautiful gold wrist watch which was a Christmas gift from his employes.

Tent No. 13—Philadelphia

New Year's Eve party was a success, winding up the House Chairmanship of William A. McAvoy, Jr. He deserves credit especially for the lighting. Henry Friedman is the new House Chairman, with MacAvoy as assistant.

Larry Clinton and wife were visitors. So was Johnny Downs. The club is particularly active in the paralysis drive, sponsoring the campaign with the National Foundation for Infantile Paralysis here. Half of the money collected will go to localites. Frank McNamee is in direct charge.

Tent No. 17—Dallas

700 Members and Guests at New Year's Eve Party . . . Paul Short Director . . . Five Bands Entertain.



Left to right: Paul Short, Chief Barker of Variety Club Tent No. 17; Dean Kyle; Jarrin' Jawn Kimbrough, all American football star and Coach Homer Norton of Texas A. & M. College as they appeared at the New Year's party of the Dallas Variety Club, Hotel Adolphus, Dallas.

On the eve of the 5th annual Cotton Bowl game between Texas A. & M. College and Fordham University and with virtually all the celebrities attracted to Dallas by it being present, Tent No. 17 of the Variety Club of Texas staged its most successful New Year's Eve dance and celebration in the Grand Ballroom of the Adolphus Hotel in downtown Dallas, with over 700 members and their guests in attendance.

Under the capable direction of Paul Short, newly elected chief barker of Tent No. 17, who doubled for R. J. O'Donnell, retiring chief barker confined to bed with illness, the party, which featured an "All American" color motif of red, white and blue, moved off to a terrific start with a coast to coast broadcast direct from the ballroom floor.

Entertainment featured five big name bands in a sensational jam session, including those of Henry Busse, Sterling Young, Louie Panico, Hyman Charninsky and the Cass County Kids, plus 25 radio, stage and screen personalities.

Another entertainment feature was the presentation of a "Cavalcade of American Dances," beginning with square dances and ending with the La Conga, in which over 150 couples participated. Highlighting this attraction was a special dance contest conducted by representatives of the Arthur Murray office in Dallas, which was won by Jim Crowley, coach of Fordham University, and Mrs. W. G. Underwood, wife of local film executive.

Bob O'Donnell, retiring chief barker, was tendered a testimonial luncheon on Monday at the Adolphus Hotel. A crowd of 800 attended. O'Donnell's closest friend, William McGraw, former attorney-general of Texas, was the principal speaker. The guest of honor was given an honorary chief barker card of gold.

Tent No. 18—Dayton

Elliott Roosevelt Visits . . . Party Held Dec. 29 but No New Year's Eve Affair . . . Sid Glazier Married.

Elliott Roosevelt, son of the president, was a recent visitor at Tent 18. Roosevelt, who formerly operated a chain of Texas radio stations, is now stationed at Wright Field here.

Christmas and New Years have both come and gone. Special occasions at Tent 18 included a party Dec. 29. Although almost a hundred persons enjoyed the hospitality of the tent, inclement weather cut down attendance. No special celebration was held New Year's Eve, but many of the barkers observed the passing of the old year at the club.

Sid Glazier, manager of the Mayfair, is the latest to enter the ranks of the married. He crossed over into Kentucky the other night and had the ceremony performed.

Mrs. Pauline Kurtz, 31, wife of Barker E. C. Kurtz, died last week.

Tent No. 20—Memphis

New Carpets in Clubrooms . . . Exhibs and Film Row at Cocktail Party . . . Man Ex-Members Visit Club.

The highlights of Tent No. 20 during the holidays were numerous. First, congratulations are in order for those responsible for the beautiful carpets that were laid in the reception room. Second, the cocktail party, which was attended by exhibitors and all of film row.

We were visited by members who had been transferred from this tent and numerous other visitors on their way to New Orleans to attend the Sugar Bowl Game.

Christmas morning, M. A. Lightman, chief barker, gave a cocktail party for all of the Film Exchange employees and all theatre employees.

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. . . Program Notes From the Studios . . .

George Raft will return to Warner Bros. before the end of the month to start preparations for "Danger Zone," his next assignment at the studio. The picture will reunite the group that made "They Drive by Night," with Raoul Walsh assigned to direct and Mark Hellinger as supervisor.

Jean Parker has been signed by Picture Corporation of America to play opposite Richard Arlen in "Power Dive," which will be released by Paramount. The picture is the first of a series to be produced by William H. Pine and William C. Thomas.

Carazol Bossi, 19-year-old Argentinan actress, who has been appearing as ingenue in Spanish plays at the Espanol Theatre in New York, is en route to Hollywood to be tested by Edward H. Griffith for a role in his next production, "One Night in Lisbon."

Joe Wakeup, representing the group of Papago Indians used by Wesley Ruggles during the filming of Columbia's "Arizona," arrived in Hollywood to personally present to Ruggles a hand-made solid silver saddle, as a gift from the tribe.

Virginia Carroll has been signed by Republic to play opposite Don "Red" Barry in "Two-Gun Sheriff," now before the cameras with George Sherman directing.

"Unfinished Business" has been set by Universal as the starring vehicle for Irene Dunne, to fill the studio's one picture commitment with the star. Gregory La Cava will produce and direct, with shooting scheduled to start as soon as she completes her role in Columbia's "Penny Serenade."

Reinhold Schunzel started negotiations with Joel McCrea for the top male role in Alexander Korda's "New Wine," following the withdrawal of Burgess Meredith from the cast. Ilona Massey has the leading feminine role in the musical.

Illness of six top players has forced 20th Century-Fox to suspend production on "Ride on Vaquero." Among the players out with the flu are Cesar Romero, Mary Beth Hughes, Chris-Pin Martin, Arthur Hohl, Edwin Maxwell and Don Costello.

Edith Fellows, lauded for her singing in Monogram's "Her First Romance," has been assigned the top role in "The Sweet Little Devil," scheduled for early production at the studio.

Lon Chaney, Jr., currently working in MGM's Technicolor production, "Billy the Kid," is being discussed for the lead in the remake of "He Who Gets Slapped." If the deal goes through, Chaney, Jr. will do the role once played by his father.

Brian Donlevy is up for one of the principal roles in "Washington Correspondent," which John Kruger will produce for Hal Roach. The picture will be released by United Artists.

Jerry Colonna has been signed for one of the featured roles in Republic's "Sis Hopkins," Judy Canova's next starring vehicle. The picture goes before the cameras within the next three weeks with Joseph Santley directing under the production supervision of Robert North.

"The Sheik of Buffalo Butte," has been set by Producer Harry Sherman as the next feature in the "Hopalong Cassidy" series starring William Boyd. As usual, Russel Hayden and Andy Clyde will have the top supporting roles. Sherman has set January 20 as the starting date.

Virginia Vale has been assigned the feminine lead in RKO's "Range Raiders," next Tim Holt starrer to be directed by Edward Killy.

Charles Laughton will have the top role in Universal's "Almost An Angel," which Henry Koster will direct for Producer Joe Pasternak. Cameras are scheduled to roll early in March.

Contracts were signed this week between MGM and Shirley Temple, for the moppet's services for one year with options. It is understood that her first assignment under the new deal will be a co-starring role in a musical with Mickey Rooney.

Charlotte Greenwood gets one of the featured roles in "Miami," forthcoming Technicolor musical to be produced by 20th Century-Fox. Director Walter Lang will shoot location sequences in Miami.



Scanning the Script

Carole Lombard and Director Alfred Hitchcock exchange suggestions on dialogue and action for "Mr. and Mrs. Smith," rollicking RKO-Radio romance in which Miss Lombard and Robert Montgomery co-star in the title roles.



Nice Work, If You Can Get It

Abbott and Costello, now working Universal's "Buck Privates," are just helping a little girl along. The girl, Dorothy Darrell, seems to be enjoying the help, too.

Big Musical Comedy On Warners' Schedule

A big musical comedy with a South American background, "Carnival in Rio," is being readied for early production by Warner Bros. George Raft, Dennis Morgan and Brenda Marshall will head the all-star cast now being lined up by Hal B. Wallis. Arrangements may also be made for Rita Hayworth, under contract to Columbia, to remain at the studio for an important role in the picture, which will be her third feature for this studio. Wallis also announced that Anthony Quinn would be assigned to the film.

Robert Rossen, who returned from South America two weeks ago, is preparing the screenplay, and a top song writing team will supply the musical score.

The picture, which will be directed by William Keighley, will go before the cameras as soon as George Raft completes his role in "Danger Zone," his next assignment at the Burbank lot.

Olivier-Leigh May Do "The Admirable Crichton"

With the forthcoming return to London of David E. Rose, chairman and managing director of Paramount for Great Britain and Ireland, Laurence Olivier and Vivien Leigh may co-star in a movie to be made in England.

Olivier and Miss Leigh are now Britain-bound via Lisbon, and if plans can be worked out, Rose would like to bring them together in J. M. Barrie's famous play, "The Admirable Crichton." In a previous silent version of the Barrie play, produced by Cecil B. De Mille, principals included Gloria Swanson, Thomas Meighan, Lila Lee and Theodore Roberts. The 1941 filming of the story will be completely modernized, with a wholly new ending.

Paramount also will film "Hatter's Castle," novel by Dr. H. J. Cronin, author of "The Citadel." The picture also will be produced in England.

Rose expects to sail on January 25.

HOLLYWOOD STUDIO ROUND-UP

It looks as though production is perking up, as six studios put twelve new pictures before the cameras this week:

COLUMBIA

THEY DARE NOT LOVE — Principals: Martha Scott, George Brent. Director, James Whale.

METRO-GOLDWYN-MAYER

ROOSTY — Principals: Lionel Barrymore, Edward Arnold, Robert Sterling. Director, Harold S. Bucquet.

PARAMOUNT

CAUGHT IN THE DRAFT—Principals: Bob Hope, Dorothy Lamour, Eddie Bracken, Lynne Overman. Director, David Butler.

REPUBLIC

TWO-GUN SHERIFF — Principals: Don Barry, Virginia Carroll, Milburn Stone. Producer-Director, George Sherman.
CITADEL OF CRIME—Principals: John Wayne, Frances Dee, Edward Ellis, Harold Huber. Director, John H. Auer.

UNIVERSAL

FLAME OF NEW ORLEANS—Principals: Marlene Dietrich, Roland Young, Bruce Cabot, Mischa Auer, Andy Devine. Director, Rene Clair.
LADY FROM CHEYENNE — Principals: Loretta Young, Robert Preston, Gladys George, Edward Arnold, Frank Craven. Producer-Director, Frank Lloyd.
MAN WHO LOST HIMSELF—Principals: Brian Aherne, Kay Francis, Henry Stephenson, S. Z. Sakall. Director, Edward Ludwig.

WARNER BROTHERS

THIRTY DAYS HATH SEPTEMBER—Principals: Eddie Albert, Joan Leslie, Alan Hale, Anthony Quinn. Director, Ray Enright.
BRIDE CAME C.O.D.—Principals: James Cagney, Bette Davis, Stuart Erwin. Director, William Keighley.
WOMAN FROM SINGAPORE — Principals: Brenda Marshall, David Bruce, Virginia Field. Director, Jean Negulesco.
AFFECTIONATELY YOURS—Principals: Merle Oberon, Dennis Morgan, Rita Hayworth. Director, Lloyd Bacon.

"Wings" Preview for Air Corps

Giving what will be a virtual governmental stamp of approval to Arthur Hornblow's production for Paramount, "I Wanted Wings," arrangements have been completed for Army Air Corps officials to view the final cut of the picture and check on technical details. The picture was directed by Mitchell Leisen.

WB Borrow Jane Darwell

Warner Bros. has borrowed Jane Darwell from 20th Century-Fox for the principal character lead in "Thirty Days Hath September." The picture features Eddie Albert, Joan Leslie and Alan Hale, under the direction of Ray Enright.



"Our Town" Gets Award

For "the most distinguished contribution to the art of the motion picture" during 1940, Film Producer Sol Lesser, Director Sam Wood and members of the cast of the film, "Our Town," today (Sunday) were presented with the annual award of Redbook Magazine. *The award, a silver cup, was inscribed to "The People of 'Our Town' and was presented by Miss Bette Davis, winner of the trophy in 1939, during ceremonies nationally broadcast over the Columbia Network.*

Two Signed for "Trial"

Marjorie Main and Matt Moore have been signed for character roles in MGM's "Trial of Mary Dugan," which Norman McLeod is directing. Others in the cast include Laraine Day, Robert Young, Marsha Hunt and Tom Conway.

Frances Dee to Republic

Frances Dee will play the top feminine role, opposite John Wayne, in Republic's "Citadel of Crime," which Director John Auer put before the cameras this week. Others in the cast include Edward Ellis, Alexander Granach and Harold Huber. The picture, one of the studio's top-budget efforts, will be produced by Armand Schaefer.

RKO Signs New Leading Men

Jack Briggs, who played in the road show of "The Man Who Came to Dinner," and Robert Francis Smith, who appeared in several Broadway plays, have been signed by RKO, and are to be groomed as leading men.

Wood Signs Florence Bates

Director Sam Wood has signed Florence Bates for an important role in the Jean Arthur starrer, "The Devil and Miss Jones," which he is currently directing for RKO. Miss Bates made her picture debut in Selznick's "Rebecca."

Sutherland Confers with U

Postponing his vacation, Eddie Sutherland is conferring with Universal executives concerning his next directorial assignment. Having recently completed a comedy-romance, "A Night in the Tropics,' and a comedy-thriller, "The Invisible Woman," Sutherland would like a change of pace to do a musical or a serious drama.

Oakie to Report for "Broadcast"

Following a short vacation at Palm Springs, Jack Oakie will report back to 20th Century-Fox to start work in "The Great American Broadcast," which goes into production shortly.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Chatting with George Bruce over at the Eddie Small office about the new idea of previewing in the studio projection rooms. George told us of his swell idea that deserves a lot of consideration . . . a special preview theatre to be used by ALL of the producing companies. More about this in a later issue.

While on the subject of previews, and previewers, we wonder how some of them felt when they discovered the pictures they panned, were the top money makers last year.

That new producing combination for Paramount, Bill Pine and Bill Thomas, looks like a team which will go to town in a big way. Both of the boys know their way around, on the scripting and production end, and their first subject will be something to look forward for. We're rooting for you, boys.

The script of Warner Bros'. "The Bride Came C.O.D." has Bette Davis, queen of tragedy, doing everything from a comic parachute leap to rising swiftly in the air after sitting on a spiky cactus . . . and we'll lay a bet that the theatre-going public will love it.

Joe Pasternak introduced Director Rene Clair to the press the other afternoon on the set of Universal's "The Flame of New Orleans," where Mr. Clair will direct Marlene Dietrich and an odd assortment of males. Everyone seemed to have a good time even though Mr. Clair developed a case of nerves.

Our snooping reporter tells us that Ernst Lubitsch has a swell piece of merchandise in "That Uncertain Feeling," his first for United Artists.

The resignation of O. Henry Briggs from the board of Monogram, should still all the rumors of a combine of Producers Distributing Corp. and Monogram. Briggs represented Pathe on the board . . . and Pathe has a big chunk of Producers. That's the way the story started, but it's just a story according to W. Ray Johnston.

LeBaron Preparing New Musical

With his production for Paramount, "Las Vegas Nights," nearing completion, William LeBaron, studio production chief, is already preparing to put "Kiss the Boys Goodbye," the Broadway stage success, before the cameras within the next two weeks. LeBaron has assigned Victor Schertzinger to direct the picture, which will co-star Mary Martin and Don Ameche.

Second "Queen" Set

The second of the "Ellery Queen" series, as yet untitled, goes before the camera in a few days under the direction of James Hogan. Producer Larry Darmour has lined up a big cast in support of Ralph Bellamy, Margaret Lindsay, Charles Grapewin and James Burke. They include Anna May Wong, Frankie Albertson, Ann Doran, Eduardo Ciannelli, Russell Hicks, Noel Madison and Manton Moreland.

Advance Dope

Dates Shown Are Release Dates

This department is primarily intended to convey important information regarding product on which no press book or ad material are available. Showmen who run pictures pre-release will find it a valuable source. Listings will appear but once.

RETURN OF BOSTON BLACKIE

Columbia **Drama** **Jan. 31**

Selling Names: Chester Morris, Rochelle Hudson, Constance Worth, Richard Lane.
Director: Robert Florey.
Producer: Ralph Cohn.
Story Idea: Chester Morris evades the police after he finds a murdered man in his room, because he knows that they will try to pin the murder on him. He sets off with his side-kick, to try and solve the mystery and their search leads them to a mechanical man booth at Coney Island. By putting two and two together, he gets to the bottom of the mystery and clears his name by catching the guilty man.
Catchline: "He risked death to capture the secret agents."

BACK STREET

Universal **Drama** **Jan. 24**

Selling Names: Charles Boyer, Margaret Sullavan, Richard Carlson, Frank McHugh.
Director: Robert Stevenson.
Producer: Bruce Manning.
Story Idea: Margaret Sullavan, in love with Charles Boyer, a married man, lives in an apartment maintained by him. Afraid of the harm a scandal might bring him, Margaret spends her life staying in the background. Years pass and Boyer becomes a great success. One day, Tim Holt, Boyer's son, berates her for her relationship with his father. Boyer overhears and the next day dies of a heart attack . . . and Margaret dies shortly after.
Catchline: "An X-Ray of every 'other woman's' romance."

BORDER VIGILANTES

Paramount **Western** **Not Set**

Selling Names: William Boyd, Russell Hayden, Andy Clyde, Victor Jory.
Director: Derwin Abrahams.
Producer: Harry Sherman.
Story Idea: Vigilantes ride the range in pursuit of outlaws who are frightening silver miners into selling or abandoning their claims. But the man who heads the posses, and the miners' association, is the secret head of the outlaws. So, whenever the vigilantes attempt a surprise attack on the outlaws, they are invariably outwitted. William Boyd and his pal, Lucky, come on the scene. Bullets fly, the outlaws are captured and peace comes to Silver City.
Catchline: "Hoppy helps the Vigilantes clean up their city."

PRAIRIE SCHOOLDAYS

Monogram **Western** **Not Set**

Selling Names: Ray Corrigan, John King, Max Terhune, Luana Walter, Edwin Brian, Al Bridge.
Director: S. Roy Luby.
Producer: George Weeks.
Story Idea: The Range Busters are asked to come to Gopher City, as peace officers, but are warned in advance that the position is a dangerous one. Al Bridge, proprietor of the saloon and the man behind all the villainy, is quite disturbed when he learns they are coming, so he arranges to have Glen Strange, his chief henchman do what he can to discourage them. Nothing stops them and they arrive in time to prevent Luana Walters' brother, Edwin Brian, from falling into Bridges clutches. Brian then sacrifices his life to help the boys capture the outlaws.
Catchline: "No gang too tough for the Range Busters."

MELODY FOR THREE

RKO-Radio **Drama** **March 28**

Selling Names: Jean Hersholt, Fay Wray, Walter Woolf King, Schuyler Standish.
Director: Erle C. Kenton.
Producer: William Stephens.
Story Idea: Jean Hersholt does everything within his power to enable divorcee Fay Wray to earn a living for herself and her son, Schuyler Standish. Schuyler is an accomplished musician. When the great conductor Walter Woolf King comes to town, Hersholt tries to arrange an audition. But he discovers that King is Fay's ex-husband and Schuyler's father, so he uses his efforts to bring happiness to the three of them by reuniting the family.
Catchline: "Dr. Christian plays cupid."

PETTICOAT POLITICS

Republic **Comedy** **Feb. 7**

Selling Names: Roscoe Karns, Ruth Donnelly, Spencer Charters, George Ernst, Lois Ranson, Polly Moran.
Director: Erle C. Kenton.
Assoc. Producer: Robert North.
Story Idea: Roscoe Karns is forced to run for Mayor, when his wife Ruth Donnelly puts his name upon the women's reform ticket. He has to buck a crooked gangster-politician, but he is so confident of his ability to win, that he bets all he possesses, with one of the gangster's henchmen. An exciting chase ensues when Karns mistakes some masked men, who have come to induct him into a lodge, for the gangsters and this places him so prominently in the public eye, that his election is a cinch.
Catchline: "Higgins runs for Mayor."



Is One In YOUR Box Office?

Every theatre joining in the country's defense efforts has (or will) received one of these plaques to be placed in the box office window. They were recently sent out by the Theatre Division of the Motion Picture Committee cooperating for National Defense, headed by Joseph Bernhard, general manager of Warner theatres. Managers sign a pledge in which they agree to play subjects dealing with defense as selected by the Co-ordinating Committee.

THE LONE WOLF TAKES A CHANCE

Columbia **Mystery** **Not Set**

Selling Names: Warren William, June Storey, Walter Kingsford, Lloyd Bridges.
Director: Sidney Salkow.
Producer: Ralph Cohn.
Story Idea: Warren William has to outwit the police in order to save the life of Lloyd Bridges, inventor of a burglar-proof railroad car. Bridges has been abducted by a gang who are trying to gain possession of valuable United States currency engraving plates that are being shipped to 'Frisco in the car. The gang leave Bridges in a gas infested baggage car and take the plates, but William catches up with them in the nick of time.
Catchline: "He outwitted an outlaw gang and saved the day."

SIX LESSONS FROM MADAME LA ZONGA

Universal **Comedy** **Jan. 17**

Selling Names: Lupe Velez, Leon Errol, Helen Parrish, Charles Lang, William Frawley.
Director: John Rawlins.
Assoc. Producer: Joseph G. Sanford.
Story Idea: Helen Parrish, a songstress, is accompanied on her trip to Havana, by her father, Leon Errol, a confidence man. On the boat she meets Charles Lang and the members of his musical "combo." They are all headed for the Cuban capital and a few lessons from the famous Madame La Zonga (Lupe Velez). Lack of cash has closed Lupe's business, but Errol takes care of all that in his usual manner and everybody is happy.
Catchline: "The new career woman."

Plants Photo on Page One

A full-page photo of Diana Lewis in skating costume, and carrying mention of her new film, "Go West," was planted on page one of the *Columbus Citizen* Sunday magazine section by Fred Ostreicher, Loew's Columbus publicist, as part of the advance campaign for the picture.

Gag-Writing Contest Scores

An exploitation feature that was developed for big space in two spots is the Marx Bros. gag-writing contest for "Go West." Frank Murphy, Loew's, Rochester, and Joe Longo, Loew's, Cleveland, planted the stunt in the *Post-Standard* and *Press*, respectively. Readers were asked to write typical Marx Bros. gags, with cash and guest tickets to winning entries.

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE; b—BOX OFFICE SLANT.
Initial Before Release Indicates Audience Suitability: (F) Family. (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars		Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel		.....	....Reissued
Crooked Circle (C)	70	Zasu Pitts-Jimmy Gleason	(F)	9/15/40	....Reissued
Everything Is Rhythm (Mu)	60	Harry Roy & Band		7/22/39	....Not Rev.
Framed for Murder (D)		Wallace Ford-Fuzzy Knight		12/2/40	....In Prod.
Hell's Angels (D)	100	Lyon-Harlow-Hall		1/10/40	....Reissued
Hell's Crossroads (D) (Former title "Our Daily Bread")		Tom Keene-John Qualen	(A)	8/2/40	....Reissued
Hell's House (D)	70	Bette Davis-Pat O'Brien		8/2/40	....Reissued
Monster Walks (My-D)	60	Mischa Auer		7/6/40	....Reissued
Murder at the Baskervilles		Arthur Wontner		10/15/40	....Not Rev.
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess		6/24/39	....Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak		.....	....Reissued
Sky Devils (C-D)	88	Spencer Tracy		9/1/40	....Reissued
Tumbleweeds (W)	86	William S. Hart		5/1/39	....Reissued
U-67 (D)	60	Alan Hale-Claude Allister		8/1/39	....Reissued
Vengeance of the Deep (D)	70	Lloyd Hughes	(F)	2/15/40	....b3/2/40

COLUMBIA

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Angels Over Broadway (D)	79	Doug. Fairbanks, Jr.-R. Hayworth	(A)	9/30/40	...b10/12/40
Babies for Sale (D)	64	Rochelle Hudson-Glenn Ford	(A)	5/16/40	....b5/18/40
Before I Hang (D)	63	Boris Karloff-Evelyn Keyes	(F)	9/17/40	...b10/12/40
Behind the Maginot Line (D) (Reviewed as "Ten Days in Paris")	82	Rex Harrison-Karen Verne	(F)	4/30/40	...b10/21/39
Blazing Six Shooters (W)	61	Charles Starrett-Iris Meredith	(F)	4/4/40	....b3/16/40
Blondie Has Servant Trouble (C)	69	Penny Singleton-Arthur Lake	(F)	7/25/40	....b7/27/40
Blondie on a Budget (C)	73	Penny Singleton-Arthur Lake	(F)	2/29/40	....b3/2/40
Bullets for Rustlers (W)	58	Charles Starrett-Lorna Gray		3/5/40	....all/25/39
Convicted Woman (D)	66	Hudson-Lane-Lang	(A)	1/31/40	....b3/2/40
Doctor Takes a Wife (C)	88	Loretta Young-Ray Milland	(A)	4/25/40	....b4/27/40
Five Little Peppers at Home (D)	65	Edith Fellows-Clarence Kolb	(F)	2/8/40	.....b5/4/40
Five Little Peppers in Trouble (D)		Edith Fellows-Tommy Bond		9/1/40	.....a9/7/40
Girls of the Road (D)	61	Ann Dvorak-Helen Mack-L. Lane	(A)	6/20/40	....b7/27/40
Glamour for Sale (D)	59	Anita Louise-Roger Pryor	(A)	9/27/40	....b11/9/40
He Stayed for Breakfast (C)	89	Loretta Young-Melvyn Douglas	(A)	8/22/40	....b8/10/40
His Girl Friday (C)	92	Grant-Russell-Bellamy		1/18/40	.....b1/6/40
Howards of Virginia (H-D)	117	Cary Grant-Martha Scott-Carlson	(F)	9/19/40	....b8/31/40
I Married Adventure	78	Travelogue Feature		7/24/40	.....b8/3/40
Island of Doomed Men (D)	67	Peter Lorre-Rochelle Hudson	(A)	5/20/40	....b6/8/40
Lady in Question (D)	81	Brian Aherne-Rita Hayworth	(A)	8/7/40	....b8/10/40
Lone Wolf Meets a Lady (My)	71	Warren William-Jean Muir	(F)	5/30/40	....b5/18/40
Lone Wolf Strikes (My-D)	66	Warren William-Jean Perry	(A)	1/26/40	....b1/27/40
Mad Men of Europe (D)	72	Edmund Gwenn-Mary Maguire	(F)	6/3/40	....b5/25/40
Man from Tumbleweeds (W)	59	Bill Elliott-Iris Meredith		5/2/40	....a5/25/40
Man with Nine Lives (D)	73	Boris Karloff-Jo Ann Sayers	(A)	4/18/40	....b4/20/40
Men Without Souls (D)	62	John Litel-Rochelle Hudson	(A)	3/14/40	....b5/18/40
Military Academy (D)	66	Tommy Kelly-Bobby Jordan	(F)	7/18/40	....b7/20/40
Music in My Heart (Mu-C)	70	Tony Martin-Rita Hayworth	(F)	1/10/40	...b12/30/39
Outside the 3-Mile Limit (D)	65	Jack Holt-Irene Ware	(F)	3/7/40	....b2/17/40
Out West with the Peppers (D)	62	Edith Fellows-Dorothy Peterson	(F)	6/30/40	....b7/20/40
Passport to Alcatraz (D)	60	Jack Holt-Cecelia Callejo	(A)	6/6/40	....b5/25/40
Pioneers of the Frontier (W)	58	Bill Elliott-Linda Winters	(F)	2/1/40	....b2/24/40
Return of Wild Bill (W)	60	Bill Elliott-Iris Meredith	(F)	6/27/40	....b7/13/40
Secret Seven (D)	62	Bruce Bennett-Florence Rice	(F)	8/15/40	....b8/17/40
Texas Stagecoach (W)	59	Chas. Starrett-Iris Meredith	(F)	5/23/40	....b3/30/40
Too Many Husbands (C)	84	Arthur-MacMurray-Douglas	(A)	3/21/40	.....b3/9/40
Twenty-one Days Together (D) (Reviewed as "Three Weeks Together")	72	Vivien Leigh-Laurence Olivier	(A)	5/16/40	.....b4/6/40
Two-Fisted Rangers (W)	62	Chas. Starrett-Iris Meredith	(F)	1/4/40	.....b1/13/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Arizona (D)	128	Jean Arthur-Holden-William	(A)	12/25/40	..b11/23/40
Beyond the Sacramento (W) (Former title "Ghost Town")	57	Bill Elliott-Evelyn Keyes		11/14/40	...a9/14/40
Blondie Plays Cupid (C)	68	Penny Singleton-Arthur Lake	(F)	10/31/40	...b11/2/40
Durango Kid (W)	60	Chas. Starrett-Luana Walters	(F)	8/15/40	....b8/31/40
Ellery Queen, Master Detective (My-D)	68	Ralph Bellamy-Margaret Lindsay	(F)	11/30/40	..b11/30/40
Escape to Glory (C-D)	74	Constance Bennett-Pat O'Brien	(A)	11/21/40	...b11/23/40
Fugitive from a Prison Camp (D)	59	Jack Holt-Marian Marsh		9/5/40	....b8/10/40
Girls Under 21	64	Paul Kelly-Rochelle Hudson	(F)	10/24/40	..b11/16/40
Great Plane Robbery (D)	53	Jack Holt-Vicki Lester	(A)	12/9/40	...b11/23/40
Lone Wolf Keeps a Date (C-D)	64	Warren William-Frances Robinson	(A)	11/23/40	...b11/23/40
Nobody's Children (D)	65	Edith Fellows-Lois Wilson		10/17/40	...a8/31/40
Phantom Submarine (D)	70	Anita Louise-Bruce Bennett		12/20/40	...all/9/40
Pinto Kid (W)	61	Charles Starrett-Louise Currie		1/9/41	....a7/13/40
Prairie Schooners (W)	58	Bill Elliott-Evelyn Young	(F)	9/30/40	....b11/9/40
So You Won't Talk? (C)	69	Joe E. Brown-Frances Robinson	(F)	10/3/40	....b9/28/40
This Thing Called Love (C)	95	Melvyn Douglas-Rosalind Russell	(A)	1/2/41	....b12/28/40
Thundering Frontier (W)	57	Charles Starrett-Iris Meredith	(F)	12/5/40	....b9/21/40
West of Abilene (W)	58	Charles Starrett-Marjorie Cooley	(F)	10/21/40	....b7/20/40
Wildcat of Tucson (W)	59	Bill Elliott-Evelyn Young		12/31/40	..a10/26/40

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Adam Had Four Sons (D) (Former title "Legacy")		Warner Baxter-Ingrid Bergman		2/13/41	....all/9/40
Across the Sierras (W)		Bill Elliott-Luana Walters		2/13/41	...all/16/40
Blondie Goes Latin (C)		Penny Singleton-Arthur Lake		3/1/41	....a12/14/40
Devil Commands		Boris Karloff-Amanda Duff		2/3/41	....a12/14/40
Face Behind the Mask (D)		Peter Lorre-Evelyn Keyes		1/16/41	....a12/21/40
Fight for Life (Doc)	69	Myron McCormick-Storrs Haynes	(A)	.....	...b6/22/40
Great Swindle (D) (Former title "Tampered Evidence")		Jack Holt-Marjorie Reynolds		.....	...a6/29/40
Lone Wolf Takes a Chance (My)		Warren William-June Storey		.....	...a1/11/41
Outlaws of the Panhandle (W)	59	Chas. Starrett-Frances Robinson		2/27/41	....a8/31/40
Penny Serenade (C)		Irene Dunne-Cary Grant		.....	...a12/21/40
Return of Boston Blackie (D)		Chester Morris-Rochelle Hudson		2/20/41	....a1/11/41
They Dare Not Love (D)		Martha Scott-George Brent		.....	...In Prod.

DISNEY

Title	Mins.	Stars		Rel. Date	See Issue of
Fantasia (FA)	150	Technicolor Cartoon	(F)	.....	..b11/16/40

MGM

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
And One Was Beautiful (D)	70	Jean Muir-Robert Cummings	(A)	4/5/40	.....b4/6/40
Andy Hardy Meets Debutante (C)	86	Mickey Rooney-Lewis Stone	(F)	7/5/40	.....b7/6/40
Boom Town (D)	120	Gable-Tracy-Lamarr-Colbert	(A)	8/30/40	....b8/10/40
Broadway Melody of 1940 (D)	100	Powell-Astaire-Murphy		2/9/40	....b2/10/40
Captain Is a Lady (C)	65	Coburn-Billie Burke-B. Bondi	(F)	6/21/40	....b6/29/40
Congo Maisie (C-D)	70	Sothern-Carroll-Johnson		1/19/40	....b1/20/40
Dr. Kildare's Strange Case (D)	76	Lionel Barrymore-Lew Ayres	(F)	4/12/40	....b4/6/40
Earl of Chicago (C-D)	87	Montgomery-Owen-Arnold	(A)	1/5/40	.....b1/6/40
Edison the Man (D)	107	Spencer Tracy-Rita Johnson	(F)	5/10/40	....b5/25/40
Florian (D)	93	Robert Young-Helen Gilbert	(F)	3/29/40	....b3/30/40
Forty Little Mothers (C)	90	Eddie Cantor-Rita Johnson	(F)	4/26/40	....b4/20/40
Ghost Comes Home (C)	78	Frank Morgan-Billie Burke	(F)	3/8/40	.....b3/2/40
Golden Fleecing (C-D)	70	Rita Johnson-Lew Ayres	(F)	8/16/40	....b8/24/40
Gold Rush Maisie (C)	82	Ann Sothern-Lee Bowman	(F)	7/26/40	....b8/3/40

MGM

Current 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
I Love You Again (C)	99	Wm. Powell-Myrna Loy	(A)	8/9/40	.....b8/10/40
I Take This Woman (D)	97	Spencer Tracy-Hedy Lamarr	(A)	2/1/40	.....b2/3/40
Lambeth Walk (C)	66	Lupino Lane-Sally Gray	(F)	1/26/40	....b1/27/40
Man from Dakota (D)	75	Wallace Beery-Dolores Del Rio	(A)	2/16/40	....b2/24/40
Mortal Storm (D)	100	Margaret Sullavan-Jas. Stewart	(F)	6/14/40	....b6/15/40
New Moon (D)	102	Jeanette MacDonald-Nelson Eddy	(F)	6/28/40	....b6/15/40
Northwest Passage (D)	126	Tracy-Young-Brennan (Tech.)	(A)	2/23/40	....b2/10/40
Phantom Raiders (My)	70	Walter Pidgeon-Florence Rice	(F)	5/31/40	....b6/1/40
Pride and Prejudice (C-D)	117	Greer Garson-L. Olivier	(F)	8/2/40	.....b7/13/40
Shop Around the Corner (C)	100	Margaret Sullavan-J. Stewart	(A)	1/12/40	.....b1/6/40
Sporting Blood (D)	82	R. Young-M. O'Sullivan-L. Stone	(F)	7/12/40	....b7/13/40
Strange Cargo (D)	113	Gable-Crawford-Hunter	(A)	3/1/40	.....b3/2/40
Susan and God (D)	117	Joan Crawford-Fredric March	(A)	6/7/40	.....b6/8/40
20 Mule Team (D)	84	Wallace Beery-Leo Carrillo	(F)	5/3/40	.....b5/4/40
Two Girls on Boadway (Mu-D)	73	Turner-Murphy-Blondell		4/19/40	....b4/27/40
Waterloo Bridge (D)	107	Vivien Leigh-Robert Taylor	(A)	5/17/40	....b5/18/40
We Who Are Young (D)	78	Lana Turner-John Shelton		7/19/40	....b7/20/40
Young Tom Edison (D)	84	Mickey Rooney-Virginia Weidler	(F)	3/15/40	....b2/17/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Bittersweet (Tech.) (Mu)	94	Jeanette MacDonald-Nelson Eddy	(F)	11/8/40	...b11/16/40
Comrade X (C)	88	Clark Gable-Hedy Lamarr	(A)	12/13/40	...b12/2/40
Dr. Kildare Goes Home (D)	80	Barrymore-Ayres-Day	(F)	9/6/40	.....b9/7/40
Dr. Kildare's Crisis (D)	74	L. Barrymore-Ayres-Rob't Young	(F)	11/29/40	...b12/7/40
Dulcy (C)	73	A. Sothern-Ian Hunter-B. Burke	(F)	10/4/40	....b10/5/40
Escape (D)	104	Norma Shearer-Robert Taylor	(A)	11/1/40	...b11/2/40
Flight Command (D)	115	Robt. Taylor-Ruth Hussey	(F)	1/3/41	...b12/21/40
Gallant Sons (My-D)	76	Jackie Cooper-Gene Reynolds	(F)	11/15/40	...b11/16/40
Go West (C)	82	Marx Brothers	(F)	12/6/40	..b12/14/40
Haunted Honeymoon (C-D)	82	Robt. Montgomery-C. Cummings	(A)	9/20/40	....b8/31/40
Hullabaloo (C)	77	Frank Morgan-Billie Burke	(F)	10/25/40	...b11/2/40
Keeping Company (D)	78	John Shelton-Ann Rutherford	(F)	12/20/40	...b1/4/41
Little Nellie Kelly (Mu-C)	98	Judy Garland-Geo. Murphy	(F)	11/22/40	...b11/16/40
Maisie Was a Lady (C)	79	Ann Sothern-Maureen O'Sullivan	(A)	1/10/41	...b1/11/41
Sky Murder (My)	72	Walter Pidgeon-Donald Meek	(F)	9/27/40	....b9/28/40
Strike up the Band (Mu-C)	120	Mickey Rooney-Judy Garland	(F)	9/27/40	....b9/21/40
Third Finger, Left Hand (C)	96	Myrna Loy-Melvyn Douglas	(A)	10/11/40	...b10/12/40
Wyoming (C-D)	87	Wallace Beery-Marjorie Main	(A)	9/13/40	....b9/14/40

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Andy Hardy's Private Secretary (C)		Mickey Rooney-Lewis Stone		.....	...In Prod.
Bad Man		Wallace Beery-Lionel Barrymore		.....	...In Prod.
Billy the Kid (Tech.)		Rob't Taylor-Maureen O'Sullivan		.....	....In Prod.
Blonde Inspiration		Shelton-Grey-Dekker-Nolan		.....	....In Prod.
Come Live With Me (D)		James Stewart-Hedy Lamarr		1/31/41	...all/23/40
Free and Easy		Ruth Hussey-Robert Cummings		.....	....In Prod.
Gone With the Wind (D)	228	Gable-Leigh-Howard (Tech.)	(F)	1/17/41	...b12/16/39
Land of Liberty (Doc)	98	Special Subject	(F)	1/24/41	...b1/11/41
Men of Boystown (D)		Spencer Tracy-Mickey Rooney		.....	....In Prod.
Philadelphia Story (C)	110	Katharine Hepburn-James Stewart	(A)	1/17/41	...b11/30/40
Rage in Heaven		Rob't Montgomery-Ingrid Bergman		.....	....In Prod.
Roosty (D)		Lionel Barrymore-Edw. Arnold		.....	....In Prod.
Trial of Mary Dugan (D)		Laraine Day-Robert Young		.....	....In Prod.
Wild Man of Borneo (C)		Frank Morgan-Billie Burke		1/24/41	...all/23/40
Ziegfeld Girl (Mu)		Stewart-Garland-Lamarr-Martin		.....	...In Prod.

MONOGRAM

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Arizona Frontier (W)	55	Tex Ritter-Evelyn Finley	(F)	8/19/40	...b8/31/40
Boys of the City (C-D)	63	East Side Kids	(F)	7/15/40	...b7/20/40
Chasing Trouble (D)	64	F. Darro-Marjorie Reynolds	(F)	1/30/40	....b2/3/40
Cheyenne Kid (W)	49	Jack Randall-Louise Stanley	(F)	2/24/40	....b2/3/40
Covered Wagon Trails (W)	52	Jack Randall		4/10/40	....b5/11/40
Cowboy from Sundown (W)	58	Tex Ritter	(F)	5/9/40	....b5/11/40
Danger Ahead (D)	60	James Newill-Dorothea Kent	(F)	1/10/40	....b7/6/40
Doomed to Die (My)	67	Boris Karloff-Marjorie Reynolds	(F)	8/5/40	....b8/3/40
East Side Kids (D)	62	Ames-Moore-Bryant-Barnett	(F)	2/10/40	....b2/24/40
Fatal Hour (My-D)	60	Boris Karloff-Marjorie Reynolds	(F)	1/15/40	....b1/20/40
Golden Trail (W)	52	Tex Ritter	(F)	7/3/40	....b7/6/40
Haunted House (D)	70	Marcia Mae Jones-Jackie Moran	(F)	7/22/40	...b7/20/40
Hidden Enemy (D)	63	Warren Hull-Kay Linaker	(F)	1/20/40	...b4/13/40
Human Monster (D)	73	Bela Lugosi	(F)	3/9/40	.....b3/9/40
Kid From Santa Fe (W)		Jack Randall		5/23/40	...a4/27/40
Land of the Six Guns (W)	54	Jack Randall-Louise Stanley	(F)	5/2/40	....b6/29/40
Last Alarm (D)	61	Warren Hull-Polly Ann Young	(F)	6/25/40	....b7/6/40
Laughing at Danger (D)	62	Frankie Darro-Joy Hodges	(F)	8/12/40	....b8/3/40
Midnight Limited (D)	61	John King-Marjorie Reynolds	(F)	3/20/40	....b3/23/40
Missing People	69	Will Fyffe-Kay Walsh	(F)	8/19/40	....b11/9/40
Murder on the Yukon (W)		James Newill-Polly Ann Young		2/17/40	....a2/3/40
Mysterious Mr. Reeder	63	Will Fyffe	(A)	4/30/40	....b5/11/40
On the Spot (D)	61	Frankie Darro-Mary Kornman	(F)	6/11/40	....b6/8/40
Pals of the Silver Sage (W)	52	Tex Ritter-Sugar Dawn	(F)	4/20/40	....b5/4/40
Pioneer Days (W)	51	Jack Randall-June Willkins	(F)	1/25/40	...b2/10/40
Queen of the Yukon (D)	73	Chas. Bickford-Irene Rich	(F)	8/26/40	....b9/14/40
Rainbow Over the Range (W)	59	Tex Ritter-Dorothy Fay	(F)	7/29/40	....b8/3/40
Riders From Nowhere (W)	45	Jack Randall-Margaret Roach		6/6/40	....a4/27/40
Rhythm of the Rio Grande (W)	53	Tex Ritter-Susan Dale	(F)	3/2/40	....b4/27/40
Secret Four (D)	85	Sinclair-Lee-Lawton	(F)	1/15/40	...b12/30/39
Sky Bandits (Former title "Phantom Pilot")		James Newill		4/15/40	....a3/16/40
Son of the Navy (D)	72	James Dunn-Jean Parker	(F)	3/30/40	....b4/6/40
Tomboy (D)	70	Marcia Mae Jones-Jackie Moran	(F)	4/20/40	....b4/27/40
Torpedo Raider (D)	70	Barry Mackay		2/28/40	....b5/25/40
Up In the Air (My-D)	61	Frankie Darro-Marjorie Reynolds	(F)	9/9/40	....b9/14/40
Who Is Guilty? (D)	60	Ben Lyon		9/2/40	.....b9/7/40
Wild Horse Range (W)	53	Jack Randall	(F)	6/25/40	....b6/22/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Ape, The (D)	62	Boris Karloff	(F)	9/30/40	...b10/26/40
Chamber of Horrors (D)	83	Leslie Banks-Gina Malo	(A)	12/20/40	...b6/29/40
Dead Man's Shoes (My)		Leslie Banks-Wilfred Lawson		1/15/41	...Not Rev.
Drums of the Desert (D)	64	Ralph Byrd-Lorna Grey	(F)	10/7/40	...b10/12/40
Her First Romance (C-D)	77	Edith Fellows-Wilbur Evans	(F)	12/25/40	...b12/28/40
Ol' Swimmin' Hole (D)	78	Marcia Mae Jones-J. Moran	(F)	10/21/40	...b10/26/40
Orphans of the North (T)		Adventure film		7/29/40	...Not Rev.
Outsider (D)	91	Geo. Saunders-Mary Maguire	(F)	9/15/40	....b3/23/40
Phantom of Chinatown (My)	62	Keye Luke-Lotus Long	(F)	11/11/40	...b11/23/40
Pride of the Bowery		Leo Gorcey-Bobby Jordan		12/15/40	...a12/7/40
Range Busters (W)	56	Ray Corrigan-Max Terhune	(F)	8/22/40	...b9/14/40
Rollin' Home to Texas (W)		Tex Ritter-Slim Andrews		12/30/40	...a12/7/40
Take Me Back to Oklahoma (W)	64	Tex Ritter-Terry Walker	(F)	11/11/40	...b11/30/40
That Gang of Mine (D)	62	Bobby Jordan-Leo Gorcey	(F)	9/23/40	...b10/5/40
Trailin' Double Trouble (W)	58	Ray Corrigan-John King	(F)	10/7/40	...b10/19/40
Trail of the Silver Spurs (W)		Corrigan-King-Terhune		1/5/41	....a12/7/40
West of Pinto Basin (W)	56	Corrigan-King-Terhune	(F)	11/14/40	...b12/7/40

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Prairie Schooldays (W)		John King-Ray Corrigan		.....	...a1/11/41
You're Out of Luck (D)		Darro-Moreland		1/20/41	...a12/21/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

PARAMOUNT

Current 1939-40

Title	Mins.	Stars	Rel. Date	See Issue of
Adventure in Diamonds (D)	72	Isa Miranda-George Brent	(A) 4/5/40	b1/27/40
Biscuit Eater (D)	79	Billie Lee-Cordell Hickman	(F) 5/24/40	b4/13/40
Buck Benny Rides Again (C)	85	Jack Benny-Virginia Dale	(F) 5/3/40	b4/13/40
Comin' Round the Mountain (C)	72	Bob Burns-Una Merkel	(F) 8/16/40	b8/17/40
Dr. Cyclops (Tech.) (D)	75	Albert Dekker-Janice Logan	(A) 4/12/40	b3/9/40
Emergency Squad (D)	60	William Henry-Louise Campbell	(F) 1/5/40	b1/13/40
Farmer's Daughter (C)	60	Martha Raye-Charlie Ruggles	(F) 3/29/40	b2/17/40
French Without Tears (C)	85	Ray Milland-Ellen Drew	(A) 4/26/40	b11/11/39
Geronimo (D)	88	Preston Foster-Ellen Drew	(F) 1/12/40	b11/25/39
Ghost Breakers (My-D)	78	Bob Hope-Paulette Goddard	(F) 6/21/40	b6/8/40
Golden Gloves (D)	68	Jean Cagney-Robert Ryan	(A) 8/2/40	b8/3/40
Great McGinty (D)	85	Brian Donlevy-Akim Tamiroff	(F) 6/7/40	b7/27/40
Hidden Gold (W)	61	Wm. Boyd-Russell Hayden	(F) 6/7/40	b5/18/40
Knights of the Range (W)	70	Russell Hayden-Jean Parker	(F) 2/23/40	b2/17/40
Light of the Western Stars (W)	65	Jory-Hayden-Sayers	(F) 4/19/40	b4/27/40
Light That Failed (D)	96	Ronald Colman-Ida Lupino	(A) 2/9/40	b12/23/39
Mystery Sea Raider (D)	77	Henry Wilcoxon-Carole Landis	(F) 8/9/40	b8/10/40
North West Mounted Police (D)	126	Cooper-Carroll-Goddard (Tech.)	(F) 12/27/40	b10/26/40
Opened by Mistake (C)	67	Charles Ruggles-Robert Paige	(F) 5/10/40	b5/11/40
Parole Fixer (D)	58	Rob't Paige-Wm. Henry	(A) 2/2/40	b2/10/40
Queen of the Mob (D)	60	Jean Cagney-Richard Denning	(A) 6/28/40	b6/29/40
Remember the Night (C-D)	92	B. Stanwyck-F. MacMurray	(A) 1/19/40	b1/13/40
Road to Singapore (C)	85	B. Crosby-D. Lamour-B. Hope	(F) 3/22/40	b2/24/40
Safari (D)	86	Madeleine Carroll-Fairbanks, Jr.	(F) 6/14/40	b6/8/40
Santa Fe Marshal (W)	69	Wm. Boyd-Russell Hayden	(F) 1/26/40	b1/13/40
Seventeen (C-D)	75	Jackie Cooper-Betty Field	(F) 3/1/40	b2/24/40
Showdown (W)	63	Wm. Boyd-J. Clayton-Hayden	(F) 3/8/40	b3/2/40
Sidewalks of London (D)	86	Chas. Laughton-Vivien Leigh	(F) 2/16/40	b2/3/40
Stagecoach War (W)	61	Wm. Boyd-Russell Hayden	(F) 7/12/40	b7/6/40
Those Were the Days (C)	75	Wm. Holden-Bonita Granville	(F) 5/31/40	b5/25/40
Typhoon (Tech.) (D)	71	Dorothy Lamour-Robert Preston	(F) 5/17/40	b5/4/40
Untamed (D) (Tech.)	82	Miriam Hopkins-Akim Tamiroff-Morison	(A) 7/26/40	b6/29/40
Way of All Flesh (D)	84	Akim Tamiroff-William Henry	(A) 7/5/40	b6/1/40
Women Without Names (D)	63	Ellen Drew-Robt. Paige	(F) 3/15/40	b2/24/40

Current 1940-41

Title	Mins.	Stars	Rel. Date	See Issue of
Arise, My Love (D)	110	Claudette Colbert-Ray Milland	(A) 11/8/40	b10/19/40
Cherokee Strip (W)	86	Richard Dix-William Henry	(F) 10/11/40	b10/5/40
Christmas in July (D)	68	Dick Powell-Ellen Drew	(F) 10/25/40	b9/21/40
Dancing on a Dime (Mu-C)	73	Grace MacDonald-Robt. Paige	(F) 11/1/40	b10/12/40
Doomed Caravan (W)	60	Bill Boyd-Russell Hayden	(F) 1/10/41	b1/11/41
I Want a Divorce (D)	94	Dick Powell-Joan Blondell	(A) 9/20/40	b9/7/40
Love Thy Neighbor (C)	82	Jack Benny-Fred Allen	(F) 12/27/40	b12/21/40
Moon Over Burma (D)	82	D. Lamour-R. Preston-P. Foster	(A) 10/18/40	b10/19/40
Night at Earl Carroll's (My)	70	J. Carrol Naish-E. Carroll Girls	(F) 12/6/40	b11/23/40
Quarterback (C-D)	72	Wayne Morris-Virginia Dale	(F) 10/4/40	b10/5/40
Rangers of Fortune (D)	80	MacMurray-Morison-Dekker	(F) 9/27/40	b9/14/40
Rhythm on the River (Mu)	90	Bing Crosby-Mary Martin	(F) 9/6/40	b8/24/40
Second Chorus (Mu)	88	Fred Astaire-Paulette Goddard	(F) 1/3/41	b11/30/40
Texas Rangers Ride Again (W)	67	J. Howard-Ellen Drew-M. Robson	(F) 12/13/40	b11/9/40
Three Men From Texas (W)	75	William Boyd-Russell Hayden	(F) 11/15/40	b9/14/40
World in Flames (Doc)	60	Newsreel Compilation	(A) 10/25/40	b10/19/40

Coming 1940-41

Title	Mins.	Stars	Rel. Date	See Issue of
Aldrich Family in Life With Henry (Former title "Henry Aldrich No. 1")		Jackie Cooper-Leila Ernst	1/24/41	a3/30/40
Border Vigilantes (W)		Bill Boyd-Russell Hayden		a1/11/41
Caught in the Draft (C)		Bob Hope-Dorothy Lamour		In Prod.
Hard Boiled Canary (Former title "There's Magic in Music")		Allan Jones-Susanna Foster	3/7/41	a8/10/40
In Old Colorado		Wm. Boyd-Russell Hayden	2/28/41	a11/23/40
I Wanted Wings (D)		Brian Donlevy-Ray Milland	4/25/41	a12/7/40
Lady Eve (D)		Barbara Stanwyck-Henry Fonda	3/21/41	a11/23/40
Las Vegas Nights (Mu)		Phil Regan-Bert Wheeler-Dorsey	3/28/41	In Prod.
Mad Doctor (D) (Former title "Destiny")		Basil Rathbone-Ellen Drew	2/14/41	a2/17/40
Monster and the Girl (D) (Former title "DOA")		Ellen Drew-Onslow Stevens	5/16/41	a9/28/40
New York Town		Mary Martin-Fred MacMurray	3/7/41	a11/30/40
One Night in Lisbon (D)		Madeleine Carroll-Fred MacMurray	6/13/41	In Prod.
Pirates on Horseback (W)		Wm. Boyd-Russell Hayden		In Prod.
Reaching for the Sun (D)		Joel McCrea-Ellen Drew	5/9/41	a11/2/40
Road to Zanzibar		Crosby-Lamour-Hope	4/11/41	a12/7/40
Round-Up (W)		Richard Dix-Patricia Morison	4/18/41	a10/26/40
Shepherd of the Hills (Tech.) (D)		John Wayne-Betty Field	8/15/41	a11/9/40
Victory (D)	79	Fredric March-Betty Field	(A) 1/17/41	b12/21/40
Virginia (Tech.)		Madeleine Carroll-F. MacMurray	2/21/41	a8/24/40
You're the One (Mu)		Orrin Tucker-Bonnie Baker	2/7/41	a11/9/40

R.K.O.-RADIO

Current 1939-40

Title	Mins.	Stars	Rel. Date	See Issue of
Abe Lincoln In Illinois (D)	107	Raymond Massey-Ruth Gordon	(F) 4/19/40	b1/6/40
Anne of Windy Poplars (D)	89	Anne Shirley-James Ellison	(F) 6/28/40	b6/22/40
Beyond Tomorrow (D)	84	Richard Carlson-Jean Parker	(A) 5/10/40	b3/30/40
Bill of Divorcement (D)	73	Maureen O'Hara-Adolphe Menjou	(A) 5/31/40	b5/16/40
Bullet Code (W)	59	George O'Brien-Virginia Vale	(F) 4/12/40	b3/2/40
Courageous Dr. Christian (D)	67	Jean Hersholt-Dorothy Lovett	(F) 4/5/40	b3/23/40
Cross Country Romance (C)	66	Gene Raymond-Wendy Barrie	(F) 7/12/40	b6/29/40
Curtain Call (C)	61	Barbara Reed-John Archer	(F) 4/26/40	b4/13/40
Dance, Girl, Dance (D)	82	Maureen O'Hara-Louis Hayward	(A) 8/23/40	b8/31/40
Dr. Christian Meets the Women (D)	63	Jean Hersholt-Dorothy Lovett	(F) 7/5/40	b6/29/40
Irene (Mu-C) (Part Tech.)	101	Anna Neagle-Ray Milland	(F) 5/3/40	b4/20/40
Isle of Destiny (D)	83	Ford-Lang-Gargan	(F) 3/8/40	b3/2/40
Legion of the Lawless (W)	57	Geo. O'Brien-Virginia Vale	(F) 1/5/40	b11/25/39
Little Orvie (C)	66	Johnny Sheffield-Ernest Truex	(F) 3/1/40	b3/2/40
Lucky Partners (C)	101	Ginger Rogers-Ronald Colman	(A) 8/23/40	b8/17/40
Marines Fly High (D)	67	Richard Dix-Lucille Ball	(F) 2/2/40	b2/17/40
Mexican Spitfire (C)	65	Lupe Velez-Donald Woods	(F) 1/12/40	b12/16/39
Millionaire Playboy (C)	66	Joe Penner-Linda Hayes	(F) 3/15/40	b3/2/40
Millionaires in Prison (D)	62	Lee Tracy-Linda Hayes	(A) 7/26/40	b6/29/40
My Favorite Wife (C)	83	Dunne-Grant-Scott	(A) 5/17/40	b5/4/40
One Crowded Night (D)	66	Billie Seward-Don Costello	(A) 8/9/40	b8/3/40
Pinocchio (FA)	85	Technicolor Cartoon	(F) 2/23/40	b2/3/40
Pop Always Pays (C)	66	Leon Errol-Dennis O'Keefe	(F) 6/21/40	b6/22/40
Prairie Law (W)	62	Geo. O'Brien-Virginia Vale	(F) 6/7/40	b6/22/40
Primrose Path (D)	93	Ginger Rogers-Joel McCrea	(A) 3/22/40	b3/16/40
Queen of Destiny (H-D) (Reviewed as "Sixty Glorious Years")	90	Neagle-Walbrook (Tech.)	(F) 8/2/40	b10/29/38
Saint's Double Trouble (D)	69	George Sanders-Helen Whitney	(F) 1/26/40	b1/20/40
Saint Takes Over (D)	60	Geo. Sanders-Wendy Barrie	(F) 6/7/40	b4/27/40
Stage to Chino (W)	59	George O'Brien	(F) 7/26/40	b7/27/40
Stranger on the Third Floor (D)	62	Peter Lorre-Margaret Tallichet	(A) 8/16/40	b9/7/40
Swiss Family Robinson (D)	93	Mitchell-Best-Bartholomew	(F) 2/16/40	b2/3/40
Tom Brown's Schooldays (D)	84	Jimmy Lydon-Hardwicke	(F) 7/19/40	b6/22/40
Triple Justice (W)	66	Geo. O'Brien-Virginia Vale	(F) 9/27/40	b10/19/40
Vigil in the Night (D)	96	Carole Lombard-Brian Aherne	(A) 2/9/40	b2/10/40
Wildcat Bus (D)	62	Fay Wray-Charles Lang	(F) 8/23/40	b8/17/40
You Can't Fool Your Wife (C)	68	Lucille Ball-James Ellison	(F) 5/24/40	b5/25/40

Current 1940-41

Title	Mins.	Stars	Rel. Date	See Issue of
Convoy (D)	89	Clive Brook-John Clements	(F) 1/3/41	b12/7/40
Dreaming Out Loud (C)	81	Lum & Abner-Frances Langford	(F) 9/13/40	b9/14/40
Fargo Kid (W)	65	Tim Holt-Jane Drummond	(F) 12/6/40	b11/2/40
I'm Still Alive (D)	66	Linda Hayes-Kent Taylor	(F) 9/27/40	b9/21/40
Kitty Foyle (D)	105	Ginger Rogers-Dennis Morgan	(A) 12/27/40	b12/28/40
Laddie (D)	68	Tim Holt-Virginia Gilmore	(F) 10/18/40	b9/21/40
Li'l Abner (C)	78	Granville Owen-Kay Sutton	(F) 11/1/40	b11/9/40
Little Men (D)	84	Kay Francis-Lydon-Oakie	(F) 1/10/41	b12/7/40
Men Against the Sky (D)	74	Richard Dix-Wendy Barrie	(F) 9/6/40	b8/24/40
Mexican Spitfire Out West (C)	75	Lupe Velez-Leon Errol	(A) 11/15/40	b10/12/40
No, No, Nanette (Mu)	96	Anna Neagle-Richard Carlson	(F) 12/20/40	b12/21/40
Ramparts We Watch (Doc)	90	March of Time Feature	8/16/40	b7/27/40
Remedy For Riches (D)	60	Jean Hersholt-Dorothy Lovett	(F) 11/29/40	b11/23/40
They Knew What They Wanted (D)	96	Charles Laughton-Carole Lombard	(A) 10/25/40	b10/12/40

R.K.O.-RADIO

Current 1940-41 (Cont.)

Title	Mins.	Stars	Rel. Date	See Issue of
Too Many Girls (Mu)	85	Richard Carlson-Lucille Ball	(A) 11/8/40	b10/12/40
Villain Still Pursued Her (D)	66	Anita Louise-Richard Cromwell	(F) 10/11/40	b7/27/40
Wagon Train (W)	62	Tim Holt-Martha O'Driscoll	(F) 10/4/40	b10/12/40
You'll Find Out (My-C)	97	Kay Kyser-Peter Lorre-Karloff	(F) 11/22/40	b11/16/40

Coming 1940-41

Title	Mins.	Stars	Rel. Date	See Issue of
Along the Rio Grande (W)		Tim Holt-Betty Jane Rhodes	2/7/41	a12/14/40
Bambi		Disney Cartoon Feature		In Prod.
Citizen Kane (D)		Orson Welles-Dorothy Comingore	2/28/41	In Prod.
Devil and Miss Jones		Jean Arthur-Chas. Coburn	3/14/41	In Prod.
Girl, A Guy and A Gob		Geo. Murphy-Lucille Ball	2/14/41	a11/16/40
Let's Make Music (Mu-C)	84	Bob Crosby-Jean Rogers	(F) 1/17/41	b12/14/40
Melody for Three (D)		Jean Hersholt-Fay Wray	3/28/41	a1/11/41
Mr. and Mrs. Smith (C)		Carole Lombard-Robt. Montgomery	1/31/41	a11/9/40
Playgirl (C-D)	75	Kay Francis-James Ellison	(A) 3/7/41	b12/21/40
Reluctant Dragon		Benchley and Cartoon Characters		In Prod.
Saint in Palm Springs (My)	67	George Sanders-Wendy Barrie	(F) 1/24/41	b1/4/41
Scattergood Baines (C)		Guy Kibbee-Dink Trout	2/21/41	In Prod.
Show Business		Alan Mowbray-Donald McBride	3/21/41	In Prod.
They Met In Argentina (Mu)		Ellison-O'Hara-Ebsen	4/25/41	In Prod.

REPUBLIC

Current 1939-40

Title	Mins.	Stars	Rel. Date	See Issue of
Carolina Moon (Mu-W)	65	Gene Autry-Burnette-June Storey	(F) 7/15/40	b7/20/40
Carson City Kid (W)	57	Roy Rogers-"Gabby" Hayes	(F) 7/1/40	b6/22/40
Crooked Road (D)	66	Edmund Lowe-Irene Hervey	(A) 5/10/40	b5/11/40
Covered Wagon Days (W)	56	Three Mesquiteers	(F) 4/22/40	b5/11/40
Dark Command (H-D)	94	John Wayne-Claire Trevor	(F) 4/15/40	b4/13/40
Earl of Puddlestone (C)	67	The Gleasons	(F) 8/31/40	b8/17/40
Forgotten Girls (D)	68	Louise Platt-Donald Woods	(F) 3/15/40	b3/23/40
Gangs of Chicago (D)	66	Lola Lane-Lloyd Nolan-MacLane	(F) 5/19/40	b5/25/40
Gaucho Serenade (W)	66	Gene Autry-Smiley Burnette	(F) 5/10/40	b5/18/40
Ghost Valley Raiders (W)	57	Donald Barry-Lona Andre	(F) 3/26/40	b4/8/40
Girl From God's Country (D)	75	Chester Morris-Chas. Bickford	(F) 7/30/40	b7/27/40
Grand Ole Opry (C)	68	Weaver Bros. & Elviry	(F) 6/25/40	b7/13/40
Grandpa Goes to Town (C)	66	The Gleasons-Harry Davenport	(F) 4/19/40	b4/20/40
Heroes of the Saddle (W)	56	Three Mesquiteers	(F) 1/12/40	b1/20/40
Hi-Yo Silver (W)	69	Silver Chief-Lynn Roberts	(F) 4/10/40	b4/20/40
In Old Missouri (C)	67	Weaver Bros.-Elviry	(F) 4/17/40	b5/4/40
One Man's Law (W)	57	Don Barry-Janet Waldo	(F) 6/29/40	b7/13/40
Pioneers of the West (W)	56	Three Mesquiteers	(F) 3/12/40	b3/16/40
Rancho Grande (W)	68	Gene Autry-Smiley Burnette	(F) 3/22/40	b3/30/40
Ranger and the Lady (W)	59	Roy Rogers-George Hayes	(F) 7/30/40	b7/27/40
Rocky Mountain Rangers (W)	58	Three Mesquiteers	(F) 5/24/40	b6/8/40
Scatterbrain (C)	73	Judy Canova-Alan Mowbray	(F) 7/20/40	b7/13/40
Sing, Dance, Plenty Hot (Mu)	72	Ruth Terry-Johnny Downs	(F) 8/10/40	b8/3/40
Three Faces West (D) (Reviewed as "The Refugee")	81	J. Wayne-Sigrid Gurie-C. Coburn	(F) 7/12/40	b6/22/40
Village Barn Dance (Mu-C)	74	Richard Cromwell-Doris Day	(F) 1/30/40	b2/3/40
Wagons Westward (D)	69	Chester Morris-Anita Louise	(F) 6/19/40	b6/29/40
Wolf of New York (D)	69	Edmund Lowe-Rose Hobart	(F) 1/25/40	b1/27/40
Women in War (D)	71	Elsie Janis-Wendy Barrie	(F) 6/6/40	b6/1/40
Young Buffalo Bill (W)	59	Roy Rogers-George Hayes	(F) 4/12/40	b4/20/40

Current 1940-41

Title	Mins.	Stars	Rel. Date	See Issue of
Barnyard Follies (Mu)	67	Mary Lee-June Storey-Rufe Davis	(F) 12/6/40	b11/23/40
Behind the News (D)	74	Lloyd Nolan-Doris Davenport	(F) 12/20/40	b12/21/40
Border Legion (W)	58	Roy Rogers-Geo. "Gabby" Hayes	(F) 12/5/40	b11/30/40
Bowery Boy (D)	71	Dennis O'Keefe-Louise Campbell	(F) 12/27/40	b1/4/41
Colorado (W)	57	Roy Rogers-George Hayes	(F) 9/15/40	b9/7/40
Friendly Neighbors (C)	67	Weaver Bros. & Elviry	(F) 11/7/40	b11/16/40
Frontier Vengeance (W)	57	Don Barry-Betty Moran	(F) 10/10/40	b10/12/40
Girl From Havana (D)	69	Dennis O'Keefe-Victor Jory	(A) 9/11/40	b9/14/40
Hit Parade of 1941 (Mu-C)	88	Kenny Baker-Frances Langford	(F) 10/15/40	b10/19/40
Lone Star Raiders (W)	57	Three Mesquiteers	(F) 12/23/40	b12/21/40
Meet the Missus (C)	68	Roscoe Karns-Ruth Donnelly	(F) 11/29/40	b11/23/40
Melody and Moonlight (Mu)	72	Johnny Downs-Vera Vague	(F) 10/11/40	b10/5/40
Melody Ranch (Mu-C)	84	Gene Autry-Jimmy Durante	(F) 11/15/40	b11/23/40
Oklahoma Renegades (W)	57	Three Mesquiteers	(F) 8/29/40	b8/17/40
Ride, Tenderfoot, Ride (W)	65	Autry-Burnette-June Story	(F) 9/6/40	b8/24/40
Robin Hood of the Pecos (W)		Roy Rogers-George Hayes	1/14/41	a12/7/40
Texas Terrors (W)	57	Don Barry-Al St. John	(F) 11/22/40	b11/23/40
Trail Blazers (W)	58	Three Mesquiteers	(F) 11/1/40	b11/2/40
Tulsa Kid (W)	57	Don "Red" Barry	(F) 8/16/40	b8/3/40
Under Texas Skies (W)	57	Three Mesquiteers	(F) 9/30/40	b9/21/40
Who Killed Aunt Maggie? (My)	69	John Hubbard-Wendy Barrie	(A) 11/1/40	b11/2/40
Wyoming Wildcat (W)	56	Don Barry-Julie Duncan	(F) 1/6/41	b11/11/41
Young Bill Hickok (W)	59	Roy Rogers-Geo. Hayes	(F) 10/21/40	b10/5/40

Coming 1940-41

Title	Mins.	Stars	Rel. Date	See Issue of
Arkansas Judge		Rogers-Weaver Bros. and Elviry	1/31/41	a1/4/41
Citadel of Crime (D)		John Wayne-F. Dee-Edw. Ellis		In Prod.
Petticoat Politics (C)		Roscoe Karns-Lois Ranson	2/7/41	a1/11/41
Prairie Pioneers (W)		Three Mesquiteers		In Prod.
Ridin' on a Rainbow (Mu-W)		Gene Autry-Smiley Burnette	1/24/41	a12/14/40
Two-Gun Sheriff (W)		Don Barry-Virginia Carroll		In Prod.

20TH CENT.-FOX

Current 1939-40

Title	Mins.	Stars	Rel. Date	See Issue of
Blue Bird (Tech.) (FA)	83	Shirley Temple-G. Sondergaard	(F) 3/22/40	b1/27/40
Charlie Chan's Murder Cruise (My)	75	Sidney Toler-Marjorie Weaver	(F) 6/21/40	b5/11/40
Charlie Chan in Panama (D)	67	Sidney Toler-Jean Rogers	(F) 3/1/40	b2/10/40
City of Chance (D)	60	Donald Woods-C. Aubrey Smith	(A) 1/12/40	b12/30/39
Earthbound (D)	67	Warner Baxter-Andrea Leeds	(A) 6/7/40	b6/8/40
Four Sons (D)	89	Amechе-Leontovitch-Alan Curtis	(A) 6/14/40	b6/1/40
Free, Blonde and 21 (C)	74	Lynn Bari-Joan Davis	(F) 3/29/40	b2/17/40
Girl in 313 (My)	56	Florence Rice-Joan Valerie	(A) 5/31/40	b6/22/40
Grapes of Wrath (D)	129	Fonda-Bowdon-Grapewin	(A) 3/15/40	b1/27/40
He Married His Wife (C)	83	McCrea-Kelly-Young	(F) 1/19/40	b1/13/40
High School (C)	72	J. Withers-Edwards	(F) 1/26/40	b1/6/40
I Was An Adventuress (D)	61	Zorina-Richard Greene	(A) 5/10/40	b5/4/40
Johnny Apollo (D)	83	Tyrone Power-Dorothy Lamour	(A) 4/19/40	b4/13/40
Lillian Russell (D)	127	Alice Faye-Don Ameche	(F) 5/24/40	b5/18/40
Little Old New York (D)	100	Alice Faye-MacMurray-Greene	(F) 2/9/40	b2/3/40
Lucky Cisco Kid (D)	68	Cesar Romero-Mary Hughes	(F) 6/28/40	b6/1/40
Man Who Wouldn't Talk (D)	61	Lloyd Nolan-Jean Rogers	(A) 2/2/40	b1/20/40
Manhattan Heartbeat (D)	72	Virginia Gilmore-Joan Davis	(F) 7/12/40	b6/8/40
Maryland (D) (Tech.)	92	B. Joyce-Payne-Brennan	(F) 7/19/40	b7/6/40
On Their Own (C)	63	Jones Family	(F) 5/17/40	b4/13/40
Sailor's Lady (D)	66	Nancy Kelly-Jon Hall	(F) 7/5/40	b7/6/40
Shooting High (Mu-D)	63	Withers-Autry-Weaver	(F) 4/26/40	b3/9/40
So This Is London (C)	70	Geo. Sanders-Drayton-Churchill	(A) 5/3/40	b2/4/35
Star Dust (D)	83	Linda Darnell-John Payne	(F) 4/5/40	b4/6/40
Swanee River (Tech.) (D)	86	Al Jolson-Don Ameche-A. Leeds	(F) 1/5/40	b12/23/39
They Came By Night (D)	73	Will Fyffe	(F) 2/23/40	b3/9/40
Viva Cisco Kid (D)	70	Cesar Romero-Chris-Pin Martin	(F) 4/12/40	b3/23/40
Young as You Feel (C)	59	Jones Family	(F) 2/16/40	b2/3/40

Current 1940-41

Title	Mins.	Stars	Rel. Date	See Issue of
Brigham Young, Frontiersman (H-D)	112	Tyrone Power-Linda Darnell	(A) 9/27/40	b8/31/40
Chad Hanna (CS-D) (Tech.)	88	Henry Fonda-Linda Darnell	(A) 12/27/40	b12/14/40
Charlie Chan At the Wax Museum (My)	62	Sidney Toler-Joan Valerie	(F) 9/6/40	b8/3/40
Charter Pilot (D)	70	Lynn Bari-Lloyd Nolan	(F) 12/6/40	b11/23/40
Down Argentine Way (Mu)	88	Don Ameche-Betty Grable (Tech.)	(F) 10/11/40	b10/5/40
Elsa Maxwell's Pub. Deb. #1 (C)	80	G. Murphy-B. Joyce-C. Ruggles	(F) 9/13/40	b8/31/40
Gay Caballero (D)	57	Cesar Romero-Betty McLaughlin	(F) 10/4/40	b9/28/40
Girl from Avenue A (C)	76	Jane Withers-Kent Taylor	(F) 8/9/40	b8/10/40
Great Profile (C)	70	John Barrymore-Mary Hughes	(A) 10/25/40	b8/17/40
Hudson's Bay (H-D)	94	Paul Muni-Gene Tierney	(F) 1/3/41	b12/28/40

20TH CENT.-FOX

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Jennie (D)	78	Doris Bowden-Geo. Montgomery	(F)	12/20/40	b12/7/40
Man I Married (D)	76	Joan Bennett-Francis Lederer	(A)	8/2/40	b7/20/40
Mark of Zorro (D)	92	Tyrone Power-Linda Darnell	(F)	11/8/40	b11/9/40
Michael Shayne, Private Detective (My)	77	Lloyd Nolan-Marjorie Weaver	(F)	1/10/41	b12/28/40
Murder Over New York (My)	65	Sidney Toler-Marjorie Weaver	(F)	12/13/40	b12/7/40
Night Train (D)	95	Margaret Lockwood-Rex Harrison (Reviewed as "In Disguise")	(A)	10/18/40	b8/3/40
Pier 13 (C-D)	66	Lynn Bari-Lloyd Nolan	(F)	8/23/40	b8/17/40
Return of Frank James (D)	92	H. Fonda-J. Cooper (Tech.)	(F)	8/16/40	b8/17/40
Street of Memories (D)	71	Guy Kibbee-Lynn Roberts	(A)	11/15/40	b7/6/40
Tin Pan Alley (Mu)	94	Alice Faye-B. Grable-J. Oakie	(F)	11/29/40	b11/23/40
Yesterday's Heroes (D)	65	Jean Rogers-Rob't Sterling	(F)	9/20/40	b9/21/40
Young People (C-D)	78	Shirley Temple-Jack Oakie	(F)	8/30/40	b7/13/40
Youth Will Be Served (D)	68	Jane Withers-Robert Conway	(F)	11/22/40	b9/28/40

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Bride Wore Crutches (C-D)	59	Lynne Roberts-Ted North	(F)	7/4/41	b7/27/40
Dead Men Tell (My)		Sidney Toler		3/28/41	In Prod.
For Beauty's Sake (My-C)		Ned Sparks-Marjorie Rambeau		6/27/41	a8/17/40
Girl in the News (D)	78	Margaret Lockwood-Barry Barnes	(F)	1/31/41	b1/4/41
Golden Hoofs (C)		Jane Withers-Buddy Rogers		2/14/41	a11/2/40
Murder Among Friends		John Hubbard-Marjorie Weaver		3/14/41	In Prod.
Outlaw, The		Walter Huston-Thos. Mitchell		3/21/41	In Prod.
Ride Kelly Ride (D)		Marvin Stephens-Rita Quigley		2/7/41	a11/9/40
Ride On, Vaquero (W)		Cesar Romero-Mary Beth Hughes		4/18/41	In Prod.
Road to Rio (Mu) (Tech.)		Alice Faye-Don Ameche		4/11/41	In Prod.
Romance of the Rio Grande (W)	73	Cesar Romero-Patricia Morison	(F)	1/17/41	b12/28/40
Scotland Yard (D)		Edmund Gwenn-Nancy Kelly		2/28/41	In Prod.
Sleepers West (D)		Lloyd Nolan-Lynn Bari		4/4/41	In Prod.
Tall, Dark and Handsome (D)		Cesar Romero-Milton Berle		1/24/41	a11/30/40
Tobacco Road (D)		Tierney-Grapewin-Rambeau		3/7/41	In Prod.
Very Young Lady (C)		Jane Withers-Nancy Kelly		6/6/41	In Prod.
Western Union (D) (Tech.)		Rob't Young-Randolph Scott		2/21/41	a12/7/40

UNITED ARTISTS

Current

Title	Mins.	Stars		Rel. Date	See Issue of
Blackout (D)	81	Conrad Veidt-Valerie Hobson	(F)	11/29/40	b10/19/40
Captain Caution (D)	88	V. Mature-Louise Platt-B. Cabot	(A)	8/9/40	b8/3/40
Chump At Oxford (C)	63	Stan Laurel-Oliver Hardy	(F)	2/16/40	b2/17/40
Foreign Correspondent (D)	120	Joel McCrea-Herbert Marshall	(F)	8/16/40	b8/17/40
House Across the Bay (D)	88	Joan Bennett-George Raft	(A)	3/1/40	b3/2/40
Kit Carson (D)	96	Jon Hall-Dana Andrews		8/30/40	b8/31/40
Lion Has Wings (D)	73	Merle Oberon-Ralph Richardson	(F)	1/19/40	b12/16/39
Long Voyage Home (D)	103	John Wayne-Thos. Mitchell	(A)	11/22/40	b10/12/40
My Son, My Son! (D)	116	Brian Aherne-Madeleine Carroll	(A)	3/22/40	b3/9/40
Of Mice and Men (D)	106	Meredith-Fields-Chaney, Jr.	(A)	1/12/40	b12/30/39
1,000,000 B.C. (D)	80	John Hubbard-Carole Landis	(F)	4/5/40	b4/13/40
Our Town (D)	90	Fay Bainter-Frank Craven	(F)	5/24/40	b5/18/40
Over the Moon (C-D)	78	Oberon-Rex Harrison (Tech.)	(F)	3/29/40	b11/11/39
Pastor Hall (D)	96	Wilfred Lawson-Nova Pilbeam	(F)	9/13/40	b7/27/40
Rebecca (D)	130	Olivier-Anderson-Fontaine	(A)	4/12/40	b3/23/40
Saps at Sea (C)	56	Stan Laurel-Oliver Hardy	(F)	5/3/40	b4/27/40
Son of Monte Cristo (D)	104	Joan Bennett-Louis Hayward	(F)	1/10/41	b12/7/40
South of Pago Pago (D)	97	Jon Hall-Victor McLaglen	(F)	7/18/40	b7/20/40
Thief of Bagdad (FA)	109	Sabu-Conrad Veidt (Tech.)	(F)	12/25/40	b10/19/40
Turnabout (C)	83	Carole Landis-Hubbard-Menjou	(A)	5/17/40	b5/4/40
Westerner (D)	99	Gary Cooper-Walter Brennan	(F)	9/20/40	b9/21/40

Coming

Title	Mins.	Stars		Rel. Date	See Issue of
Broadway Limited (D)		Victor McLaglen-Dennis O'Keefe			In Prod.
Cheers for Miss Bishop (D)		Martha Scott-William Gargan			a11/30/40
Great Dictator, The (C)	126	Charles Chaplin-P. Goddard	(F)		b10/19/40
Lady Hamilton (H-D)		Vivien Leigh-Laurence Olivier			a11/30/40
Major Barbara		Wendy Hiller- Robert Morley			In Prod.
Pot O' Gold		James Stewart-Paulette Goddard			In Prod.
Road Show (C)		Adolphe Menjou-Carole Landis	(F)	1/24/41	b1/11/41
So Ends Our Night (D)		Fredric March-Margaret Sullavan			a11/23/40
That Uncertain Feeling		Oberon-Douglas-Meredith			a12/14/40
Topper Returns (C)		Joan Blondell-Carole Landis			a12/14/40

UNIVERSAL

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Alias the Deacon (C)	73	Bob Burns	(F)	5/17/40	b5/4/40
Bad Man from Red Butte (W)	58	J. M. Brown-Baker-Fuzzy Knight	(F)	5/31/40	b6/15/40
Big Guy (D)	77	McLaglen-Cooper-Munson	(A)	2/2/40	b5/11/40
Black Diamonds (D)	60	Richard Arlen-Andy Devine	(F)	7/19/40	b7/27/40
Black Friday (D)	64	Boris Karloff-Bela Lugosi	(A)	4/12/40	b3/9/40
Boys From Syracuse (C)	73	A. Jones-Martha Raye-J. Penner	(F)	8/9/40	b7/13/40
Danger on Wheels (D)	61	Richard Arlen-Andy Devine	(F)	2/2/40	b5/11/40
Double Alibi (My)	65	Wayne Morris-Margaret Lindsay	(A)	3/1/40	b2/24/40
Enemy Agent (D)	60	Robt. Armstrong-Helen Vinson	(F)	4/19/40	b4/13/40
Framed (D)	60	Constance Moore-R. Armstrong	(A)	2/23/40	b5/11/40
Green Hell (D)	88	Joan Bennett-D. Fairbanks, Jr.	(F)	1/26/40	b1/20/40
Half a Sinner (D)	59	Heather Angel-John King	(F)	4/5/40	b6/1/40
Honeymoon Deferred (D)	59	Margaret Lindsay-Edmund Lowe	(F)	2/16/40	b2/24/40
Hot Steel (D)	61	Richard Arlen-Andy Devine	(F)	5/24/40	b6/29/40
House of the Seven Gables (D)	88	Vincent Price-Margaret Lindsay	(A)	4/12/40	b3/9/40
I Can't Give You Anything But Love Baby (C)	61	Peggy Moran-Johnny Downs	(F)	6/21/40	b5/11/40
If I Had My Way (Mu-C)	87	Bing Crosby-Gloria Jean	(F)	5/3/40	b4/27/40
Invisible Man Returns (D)	82	Hardwicke-Price-Grey	(A)	1/12/40	b1/20/40
It's a Date (Mu-D)	103	Deanna Durbin-Kay Francis	(F)	3/22/40	b3/23/40
La Conga Nights (C)	60	Hugh Herbert	(F)	5/31/40	b5/18/40
Love, Honor and Oh, Baby (C)	60	Wallace Ford-Kathryn Adams	(F)	6/7/40	b6/8/40
Ma! He's Making Eyes at Me (C)	61	Tom Brown-Constance Moore	(F)	3/15/40	b4/13/40
My Little Chickadee (C)	83	Mae West-W. C. Fields	(A)	2/9/40	b2/10/40
Oh, Johnny, How You Can Love (C)	64	Tom Brown-Peggy Moran	(F)	1/5/40	b1/20/40
Private Affairs (C-D)	73	N. Kelly-R. Young-R. Cummings	(F)	7/5/40	b6/15/40
Riders of Pasco Basin (W)	56	J. M. Brown-Bob Baker		4/5/40	b5/25/40
Sandy Is a Lady (C)	64	Sandy-Mischa Auer-Nan Grey	(F)	6/14/40	b5/25/40
Ski Patrol (D)	64	Luli Deste-Philip Dorn		5/10/40	b5/11/40
Son of Roaring Dan (W)	63	J. M. Brown-Jeanne Kelly	(F)	7/26/40	b8/17/40
South to Karanga (D)	59	C. Bickford-L. Deste	(F)	8/2/40	b8/10/40
West of Carson City (W)	55	J. M. Brown-Bob Baker	(F)	1/19/40	b5/11/40
When the Daltons Rode (W-D)	80	Kay Francis-Randolph Scott	(F)	8/23/40	b8/3/40
You're Not So Tough (D)	72	Dead End Kids-Nan Grey	(F)	7/26/40	b6/1/40
Zanzibar (D)	72	Lola Lane-James Craig	(F)	3/8/40	b3/30/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Argentine Nights (C)	73	Ritz Brothers-Andrews Sisters	(F)	9/6/40	b9/7/40
Bank Dick (C)	74	W. C. Fields-Una Merkel	(F)	11/29/40	b12/7/40
Boss of Bullion City (W)	59	J. M. Brown-Fuzzy Knight		1/10/41	a9/14/40
Devil's Pipeline (D)	65	Richard Arlen-Andy Devine	(F)	11/1/40	b11/16/40
Diamond Frontier (D)	71	Victor McLaglen-John Loder		10/4/40	b10/12/40
Fugitive, The (D)	75	Ralph Richardson-Diana Wynyard	(A)	9/20/40	b6/22/40
Give Us Wings (D)	69	Billy Halop-Huntz Hall		12/20/40	b11/16/40
Hired Wife (C)	95	Rosalind Russell-Brian Aherne	(A)	9/13/40	b9/14/40
I'm Nobody's Sweetheart Now (C)	62	Helen Parrish-Dennis O'Keefe	(F)	11/1/40	b8/10/40
Invisible Woman (D)	72	John Barrymore-Virginia Bruce	(A)	12/27/40	b1/4/41
Law and Order (W)	57	J. M. Brown-Fuzzy Knight	(F)	10/18/40	b11/30/40
Leather Pushers (D)	64	Andy Devine-Richard Arlen	(F)	9/13/40	b9/7/40
Little Bit of Heaven (C)	87	Gloria Jean-R. Stack-Nan Grey	(F)	10/11/40	b10/12/40
Lucky Devils (D)	64	Richard Arlen-Andy Devine	(F)	1/3/41	b12/28/40
Margie (C)	59	Tom Brown-Nan Grey-M. Auer	(F)	12/6/40	b9/21/40
Meet the Wildcat (D)	63	Margaret Lindsay-Ralph Bellamy	(F)	11/22/40	b10/12/40
Mummy's Hand (D)	67	Dick Foran-Wallace Ford	(A)	9/20/40	b8/31/40
One Night in the Tropics (C)	82	Allan Jones-Nancy Kelly	(F)	11/15/40	b11/2/40
Pony Post (W)	59	Johnny Mack Brown		11/8/40	b12/21/40
Ragtime Cowboy Joe (W)	58	J. Mack Brown-Fuzzy Knight	(F)	9/20/40	b10/5/40
Sandy Gets Her Man (C)	65	Baby Sandy-S. Erwin-Una Merkel	(F)	11/8/40	b11/2/40
San Francisco Docks (D)	65	Burgess Meredith-Irene Hervey	(A)	1/10/41	b12/7/40
Seven Sinners (D)	84	Marlene Dietrich-John Wayne	(A)	10/25/40	b11/2/40

UNIVERSAL

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Slightly Tempted (C)	61	Hugh Herbert-Johnny Downs	(F)	10/18/40	b8/10/40
Spring Parade (Mu)	90	Deanna Durbin-Rob't. Cummings	(F)	9/27/40	b9/28/40
Trail of the Vigilantes (W-C)	75	Franchot Tone-Crawford-Devine	(F)	12/13/40	b12/14/40
Where Did You Get That Girl? (Mu-C)	67	Helen Parrish-Chas. Lang	(F)	1/3/41	b12/28/40

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Back Street (D)		Chas. Boyer-M. Sullavan		1/24/41	a1/11/41
Buck Privates		Abbott & Costello-Andrews Sisters		2/7/41	In Prod.
Bury Me Not on the Lone Prairie (W)		J. M. Brown-Fuzzy Knight			a12/12/40
Dangerous Game (D)		Richard Arlen-Andy Devine		3/7/41	a10/19/40
(Former title, "Who Killed Doc Robin?")					
Dark Streets of Cairo (D)	58	Sigrid Gurie-Ralph Byrd	(F)	2/28/41	b12/7/40
Flame of New Orleans (C-D)		Dietrich-Roland Young-Cabot			In Prod.
Lady From Cheyenne (D)		Loretta Young-Rob't Preston		3/28/41	In Prod.
Love at Last (Mu-C)		Deanna Durbin-Franchot Tone		2/21/41	In Prod.
Man Who Lost Himself (D)		Brian Aherne-Kay Francis			In Prod.
Meet the Chump (C)		Hugh Herbert-Lewis Howard		2/14/41	In Prod.
Mysterious Dr. R		Frank Albertson-Lon Chaney, Jr.			a12/21/40
Six Lessons From Madame La Zonga (C)		Lupe Velez-Leon Errol		1/17/41	a1/11/41

WARNER BROS.

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
All This and Heaven Too (D)	143	Bette Davis-Charles Boyer	(A)	7/13/40	b6/22/40
Angel from Texas (C)	69	Albert-Wyman-Reagan	(F)	4/27/40	b4/13/40
British Intelligence (D)	62	Boris Karloff-Margaret Lindsay	(A)	1/20/40	b1/13/40
Brother Orchid (C-D)	90	E. G. Robinson-Sothern-Bellamy	(F)	6/8/40	b6/1/40
Brother Rat and a Baby (C)	87	Wayne Morris-Priscilla Lane	(F)	1/13/40	b1/6/40
Calling Philo Vance (My)	62	James Stephenson	(F)	2/3/40	b2/3/40
Castle on the Hudson (D)	76	Garfield-O'Brien-Sheridan	(A)	2/17/40	b3/2/40
Child Is Born (D)	79	Geraldine Fitzgerald-J. Lynn	(A)	1/6/40	b9/9/39
Dr. Ehrlich's Magic Bullet (D)	102	Edw. G. Robinson-Ruth Gordon	(A)	3/2/40	b2/10/40
Fighting 69th (D)	90	James Cagney-Pat O'Brien	(A)	1/27/40	b1/6/40
Flight Angels (D)	74	Ralph Bellamy-Dennis Morgan	(F)	5/18/40	b5/11/40
Flowing Gold (D)	82	Pat O'Brien-John Garfield	(A)	8/24/40	b8/24/40
Fugitive from Justice (D)	53	Roger Pryor-Lucille Fairbanks	(A)	6/15/40	b6/8/40
Gambling on the High Seas (D)	58	Wayne Morris-Jane Wyman	(F)	6/22/40	b2/24/40
Granny Get Your Gun (D)	56	May Robson-Harry Davenport	(F)	2/10/40	b1/6/40
It All Came True (D)	97	Ann Sheridan-Jeffrey Lynn	(A)	4/6/40	b3/23/40
King of Lumberjacks (D)	61	John Payne-Gloria Dickson	(F)	4/13/40	b2/24/40
Ladies Must Live (C)	59	Rosemary Lane-Wayne Morris	(F)	7/20/40	b8/24/40
Man Who Talked Too Much (D)	75	Geo. Brent-Virginia Bruce	(A)	7/6/40	b6/29/40
Money and the Woman (D)	65	Jeffrey Lynn-Brenda Marshall	(F)	8/17/40	b8/17/40
Murder in the Air (D)	55	Ronald Reagan-Lya Lys	(F)	8/1/40	b2/24/40
My Love Came Back (C-D)	85	De Havilland-J. Lynn-J. Wyman	(F)	7/20/40	b6/29/40
River's End (D)	70	Dennis Morgan-George Tobias	(F)	8/10/40	b8/24/40
Saturday's Children (D)	101	John Garfield-Anne Shirley	(F)	5/11/40	b4/13/40
Sea Hawk (D)	127	Flynn-Marshall-Crisp	(F)	8/31/40	b7/20/40
Tear Gas Squad (D)	58	D. Morgan-J. Payne-G. Dickson	(F)	5/4/40	b3/23/40
They Drive by Night (D)	93	Raft-Sheridan-Bogart	(A)	8/3/40	b7/13/40
Three Cheers for the Irish (C-D)	100	Priscilla Lane-Dennis Morgan	(F)	3/16/40	b3/9/40
'Til We Meet Again (D)	100	Merle Oberon-George Brent	(F)	4/20/40	b4/6/40
Torrid Zone (D)	88	Cagney-O'Brien-Sheridan	(A)	5/25/40	b5/11/40
Virginia City (H-W)	121	Flynn-Hopkins-Scott	(F)	3/23/40	b3/23/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Always a Bride (C)	58	Rosemary Lane-George Reeves	(F)	11/2/40	b11/30/40
Calling All Husbands (C)	64	Geo. Tobias-Lucille Fairbanks	(F)	9/7/40	b8/31/40
Case of the Black Parrot (My)		Wm. Lundigan-Maris Wrixon		1/11/41	a11/16/40
City for Conquest (D)	105	James Cagney-Ann Sheridan	(A)	9/21/40	b9/14/40
Dispatch from Reuters (D)	88	Robinson-Albert-Basserman	(F)	10/19/40	b9/21/40
East of the River (D)	74	John Garfield-Brenda Marshall	(A)	11/9/40	b11/2/40
Father Is a Prince (C)	62	Grant Mitchell-Nana Bryant	(A)	10/12/40	b10/12/40
Four Mothers (D)	86	Lane Sisters-G. Page-J. Lynn	(F)	12/21/40	Reissued
Here Comes the Navy (D)	86	James Cagney-Pat O'Brien	(F)	1/4/41	b12/21/40
Knute Rockne—All American (D)	93	Pat O'Brien-Ronald Reagan	(F)	10/5/40	b10/12/40
Lady with Red Hair (D)	81	Miriam Hopkins-Richard Ainley	(A)	11/30/40	b11/16/40
Letter The (D)	101	Bette Davis-Herbert Marshall	(A)	11/23/40	b11/16/40
No Time for Comedy (C)	96	J. Stewart-R. Russell-C. Ruggles	(A)	9/14/40	b9/7/40
Santa Fe Trail (D)	110	Flynn-de Havilland-Massey	(F)	12/28/40	b12/28/40
She Couldn't Say No (C)	63	Roger Pryor-Eve Arden	(F)	12/7/40	b12/28/40
South of Suez (D)	86	Geo. Brent-Lee Patrick	(F)	11/16/40	b12/7/40
Tugboat Annie Sails Again (C)	77	Marjorie Rambeau-Alan Hale	(F)	10/26/40	b10/19/40

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Affectionately Yours		Merle Oberon-Dennis Morgan			In Prod.
Bashful Hero (C)		Eddie Albert-Joan Leslie			a12/21/40
(Former title "Stuff of Heroes")					
Bride Came C.O.D. (C)		Bette Davis-James Cagney			In Prod.
Father's Son (D)	58	John Litel-Billy Dawson	(F)		b1/4/41
Flight From Destiny (D)	70	Thos. Mitchell-Jeffrey Lynn	(A)		b12/28/40
Footsteps in the Dark (D)		Errol Flynn-Brenda Marshall			a11/30/40
Great Lie (D)		Bette Davis-Geo. Brent			a12/21/40
Here Comes Happiness (D)		Mildred Coles-Richard Ainley			a1/4/41
High Sierra (D)	100	Humphrey Bogart-Ida Lupino	(F)	1/25/41	b1/11/41
Honeymoon for Three (C)	77	George Brent-Ann Sheridan	(F)	1/18/41	b1/11/41
Knockout (D)		Arthur Kennedy-Olympe Bradna			a12/21/40
Meet John Doe		Gary Cooper-Barbara Stanwyck			In Prod.
Miss Wheelwright Discovers America		Priscilla Lane-Ronald Reagan			In Prod.
Murder on the Second Floor (My)		Maris Wrixon-Wm. Lundigan			In Prod.
Sea Wolf (D)		Robinson-Garfield-Lupino			a11/30/40
She Stayed Kissed		Dennis Morgan-Jane Wyatt			In Prod.
Strawberry Blonde		Jas. Cagney-Olivia de Havilland			In Prod.
Thirty Days Hath September (C)		Eddie Albert-Joan Leslie			In Prod.
Wagons Roll at Night (D)		Humphrey Bogart-Sylvia Sidney			a11/2/40
(Former title "Carnival")					
Winged Victory		G. Fitzgerald-Jas. Stephenson			In Prod.
Woman From Singapore (D)		Brenda Marshall-David Bruce			In Prod.

MISCELLANEOUS

Title	Mins.	Stars		Rel. Date	See Issue of
Adolescence (D)	80	Leon Janney-Eleanor Hunt	(A)	Select	b12/21/40
Bad Boy (D)	66	Johnny Downs-Rosalind Keith	(F)	Atlas	b1/27/40
Buried Alive (D)	74	Beverly Roberts-Rob't Wilcox	(A)	Producers	b1/13/40
Captain Moonlight (D)	60	John Garrick-Winifred Shotter	(A)	Atlas	b4/27/40
Face at the Window (My)	65	Tod Slaughter-Marjorie Taylor	(A)	Ziehm	b10/19/40
George Washington Carver (D)	69	G. W. Carver-B. Washington III	(A)	St. George	b4/13/40
Hidden Menace (D)	56	Otto Kruger-Gertrude Michael	(F)	Alliance	b11/13/40
Hold That Woman (C-D)	65	James Dunn-Frances Gifford	(F)	Producers	b8/3/40
Human Beast (D) (French)	79	Jean Gabin-Simone Simon	(A)	Juno	b4/24/40
Invisible Killer (D)	63	Grace Bradley-Roland Drew	(F)	Producers	b2/10/40
Leopard Men of Africa (T)	65	Natives and animals	(A)	Select	b7/6/40
Let George Do It (C)	72	Geo. Formby-Phyllis Calvert	(F)	Film All	b10/26/40
Lilac Domino (Mu)	95	Michael Bartlett-June Knight	(F)	Select	b12/14/40
Louise (Opera) (French)	72	Grace Moore	(A)	Mayer-Burstyn	b2/10/40
Mad Youth (D)	60	Mary Ainslee-Betty Compson	(A)	Atlas	b5/25/40
Mercy Plane (D)	60	James Dunn	(F)	Producers	b6/8/40
Misbehaving Husbands (C)	65	Harry Langdon-Betty Blythe	(F)	Producers	b12/14/40
Murder in the Night (D)	58	Jack LaRue-Sandra Storme	(A)	Film All	b7/20/40
Overnight (D)	66	Robert Donat-Pearl Argyle	(F)	Mundus	b6/8/40
Son of Ingagi (D)	66	Alfred Grant-Daisy Bufford	(A)	Sack	b1/20/40
Torso Murder Mystery (My)	70	Bruce Cabot-Marta Labarr	(A)	Ziehm	b10/19/40

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

Shorts Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Doughnuts	Shirley Temple	19	Reissued
Managed Money	Shirley Temple	20	Reissued
Merrily Yours	Shirley Temple	20	Reissued
Mother, The		10	Reissued
Pardon My Pups	Shirley Temple	19	Reissued
Somewhere on the Western Front		9	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1939-40

ALL STAR COMEDIES (18)

All American Blondes	Fair	17	11/11/39
Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
Awful Goof		19	Not Rev.
Boobs In the Woods	Funny	16	6/15/40
Fireman Save My Choo Choo	Blah	17	8/31/40
Glove Slingers	Good Slapstick	18	1/ 6/40
Heckler	Fairly Funny	18	2/24/40
His Bridal Fright		18	Not Rev.
Mr. Clyde Goes to Broadway		18	Not Rev.
Money Squawks		18	Not Rev.
Nothing But Pleasure	Amusing	18	2/17/40
Pardon My Berth Marks	Filler	18	3/16/40
Skinny the Moocher	Funny	16½	9/ 2/39
South of the Boudoir	Good Slapstick	18½	6/15/40
Static In the Attic	Funny	20	9/ 2/39
Taming of the Snood		18	Not Rev.
Teacher's Pest	Fairly Funny	18	8/12/39
You're Next	Poor	18	6/15/40

CINESCOPES (6)

Berth of a Queen	Interesting	11	4/20/40
Fashion Takes a Holiday	Feminine Appeal	11	3/16/40
Odd Vocations		10	Not Rev.
Squadron 992		8½	Not Rev.
Threads of a Nation	Interesting	11	2/24/40
World of 1960	Interesting	10	1/ 6/40

COLUMBIA TOURS (6)

Beautiful Switzerland	Average	10	12/30/39
Historic Cities of India		10	Not Rev.
Holland and the Zuyder Zee	Interesting	10	9/16/39
In the Land of the Pagodas		10	Not Rev.
Life in Paris		10	Not Rev.
New Hampshire	Good Travel Film	11	3/16/40
Pleasurebound in Canada		10	Not Rev.
Unveiling Algeria	Fair	10	4/20/40

COLOR RHAPSODIES (16) (Tech.)

Blackboard Review		7	Not Rev.
Boy, a Gun and Birds	Fair	7	1/ 6/40
Crop Chasers	Good	7½	10/14/39
Dreams On Ice	Cute	7	10/14/39
Egg Hunt	Cute	7½	6/15/40
Greyhound and the Rabbit	Filler	7	4/20/40
Happy Tots' Expedition		6½	Not Rev.
Jitterbug Knights	Fair	7	9/ 9/39
Mother Goose In Swing-Time		7	Not Rev.
Mountain Ears	Cute	7	10/14/39
Timid Pup	Too Tame	7	8/31/40
Ye Olde Swap Shoppe		7	Not Rev.

COMMUNITY SINGS (10)

College Songs		10	Not Rev.
Crosby Hit Songs		9	Not Rev.
Gypsy Songs	Very Good	10	2/17/40
Medley of Hits		10	Not Rev.
Old Time Songs		9½	Not Rev.
Stephen Foster Songs		10	Not Rev.
Topical Songs		10	Not Rev.

FABLES CARTOONS (6)

Barnyard Babies		6	Not Rev.
Little Lost Sheep	Fair	7	9/16/39
Park Your Baby	Average	7	2/24/40
Peep In the Deep	Routine	7	8/31/40
Pooch Parade		7	Not Rev.
Practice Makes Perfect	Dull	6	4/20/40

FOOLS WHO MADE HISTORY (6)

Story of Charles Goodyear	Excellent	10	10/21/39
Story of Elias Howe	Excellent	11	9/16/39

HAPPY HOUR

Book of Books	Outstanding	10	11/18/39
Building of Boys	Noteworthy	10	10/21/39

MOMENTS OF COMEDY (6)

PALS AND PETS (6)

PHANTASIES CARTOONS (10)

Charm Bracelet		6½	Not Rev.
Fish Follies		6	Not Rev.
Man of Tin		7	Not Rev.
Millionaire Hobo		6½	Not Rev.
Mouse Exterminator	Fair	6½	1/27/39
News Oddities		6½	Not Rev.

SCREEN SNAPSHOTS (12)

No. 1 Art of Make-up	Very Good	10	10/14/39
No. 2 Training Animal Stars	Above Average	10	11/11/39
No. 3 Novelty Parties		10	Not Rev.
No. 4 Trip Thru Studios		10	Not Rev.
No. 5 Art in Hollywood	Fan Appeal	11	3/16/40
No. 6 Hollywood Recreations	Good	10	4/20/40
No. 7 Wardrobe Designers		10	Not Rev.
No. 8 Cowboy Jubilee		10	Not Rev.
No. 9 Ken Murray	Just Fair	10	7/20/40
No. 10 Jack Oakie	So So	9	8/31/40

COLUMBIA 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of

STOOGE COMEDIES (8)

A Plumbing We Will Go		18	Not Rev.
Calling All Curs	Good Slapstick	18	8/12/39
How High Is Up	Grand Slams	16	7/20/40
Nutty But Nice		17	Not Rev.
Oily To Bed, Oily To Rise	Swell Slapstick	18	9/16/39
Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
Three Sappy People		18½	Not Rev.
You Nazty Spy!	Swell Satire	18	2/10/40

WASHINGTON PARADE (6)

Archives		11	Not Rev.
Inside the F.B.I.		11	Not Rev.
Our National Defense		10	Not Rev.
Smithsonian Institution	Exceptional	11	11/11/39
Social Security	Interesting	11	6/15/40
U. S. Treasury	Excellent	10	2/10/40

WORLD OF SPORTS (12)

Bows and Arrows	Very Good	10	10/21/39
Canvass Capers		10	Not Rev.
Fishing In Hawaii		11	Not Rev.
Flying Targets	For Sportsmen	10	3/16/40
Jai Alai	Good	9	12/30/39
Rough House Fiesta		10	Not Rev.
Saving Strokes With Sam Snead		10	Not Rev.
Skiing Technique		10	Not Rev.
Sport of Kings	Satisfactory	10	6/15/40
Tomorrow's Stars	Good	10	4/27/40

1940-41

ALL STAR COMEDIES (18)

Blondes and Blunders	Silly	16	11/30/40
Bundle of Bliss		17	Not Rev.
Cold Turkey		18	10/12/40
His Ex Marks the Spot	Funny	18	1/11/41
Pleased to Mitt You		18	Not Rev.
Spook Speaks	Fairly Amusing	18	10/12/40
Watchman Takes a Wife		18	Not Rev.

CINESCOPES (10)

Floating Elephants	Timely and Good	8	10/12/40
Hobby Lobby	Excellent	12	9/21/40
Nice Work, If you Can Do It	Fair	10	11/23/40
Ocean Trails		9	Not Rev.
Unique Industry		9	Not Rev.

COLOR RHAPSODIES (16) (Tech.)

Helping Paw		7	Not Rev.
Mad Hatter		7	Not Rev.
Mr. Elephant Goes to Town		8	Not Rev.
Tangled Television	Good	7½	10/12/40
Way of All Pests		7	Not Rev.
Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

Beautiful British Columbia		10	Not Rev.
From Singapore to Hongkong		10	Not Rev.
Historic Virginia		11	Not Rev.
Islands of the West Indies	Satisfactory	10	11/23/40
Old and New Arizona		10	Not Rev.
Savoy in the Alps	Poor Timing	11	11/23/40
Sojourn in Havana	Interesting	9	11/30/40

COMMUNITY SINGS (10)

Gay Tunes		10	Not Rev.
Jolly Tunes		9	Not Rev.
Melodies That Linger		10	Not Rev.
Popular Love Songs		9	Not Rev.
No. 5	Depends	9	11/23/40

FABLES CARTOONS (8)

Farmer Tom Thumb	Good	7	10/12/40
Mouse Meets Lion	Poor	6	11/23/40
Paunch and Judy		6	Not Rev.
Streamlined Donkey		6	Not Rev.

HOW'S YOUR I. Q. (6)

Take It Or Leave It No. 1	Funny	11½	11/30/40
Take It Or Leave It No. 2		11	Not Rev.

NEW YORK PARADE (6)

Magic City		10	Not Rev.

PHANTASIES CARTOONS (8)

Happy Holidays		6	Not Rev.
Schoolboy Dreams	Cute	7	10/12/40
Tom Thumb's Brother		6	Not Rev.
Wallflower		6	Not Rev.

SCREEN SNAPSHOTS (12)

No. 1 (Ken Murray)		10	11/30/40
No. 2 (Don Wilson)	Very Good	10	11/23/40
No. 3 (Ken Murray)	One of the Best	9	Not Rev.
No. 4 (Ken Murray)		10	Not Rev.
No. 5 (Bob Hope)		10	Not Rev.

STOOGE COMEDIES (8)

Boobs In Arms		18	Not Rev.
Cookoo Cavaliers	Silly	17	11/30/40
From Nurse to Worse	A Dud	17	8/31/40
No Census, No Feeling		18	Not Rev.

COLUMBIA 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of

WASHINGTON PARADE (6)

The Mint		10	Not Rev.
Naval Academy		10	Not Rev.
West Point		10	Not Rev.

WORLD OF SPORTS (12)

Ali the Giant Killer		9	Not Rev.
Hunting Wild Deer	Fair	9	11/30/40
Master of Cue	For Billiard Fans	10	10/12/40
Splits, Spares and Strikes		10	Not Rev.

MGM 1939-40

CARTOONS (18) (Tech.)

Bookworm Turns	Average	8	7/27/40
Fishing Bear	Clever	8	2/ 3/40
Gallopin' Gals	Excellent	8	11/ 9/40
Homeless Flea	Cute	8	11/ 9/40
Home on the Range	Cute	9	3/ 3/40
Mad Maestro	Good	8	1/20/40
Milky Way	Cute	8	7/ 6/40
Papa Gets the Bird	Cute	8	9/28/40
Peace on Earth	Definitely a "Must"	8	12/ 9/39
Puss Gets the Boot	Good	9	3/ 9/40
Rainy Day		8	Not Rev.
Romeo in Rhythm	Misses Fire	8	9/ 7/40
Swing Social	Clever	8	6/ 1/40
Tom Turkey and His Harmonica Humdinger	Fair	7	7/27/40

CRIME DOESN'T PAY (6)

Buyer Beware	Excellent	20	9/ 7/40
Jack Pot	One of the Best	19	3/30/40
Know Your Money	Excellent	21	2/ 3/40
Pound Foolish	Excellent	20	1/20/40
Soak the Old	Very Good	20	9/28/40
Women in Hiding	Excellent	22	7/ 6/40

METROSCOPIX (1)—NOT MADE CAREY WILSON MINIATURES (9)

Ashcan Fleet	Excellent	11	10/ 7/39
Door Will Open	Unusual	11	3/30/40
Failure at Fifty	Excellent	10	10/28/39
Mendelssohn's Wedding March	For Romanticists	11	11/25/39
Miracle at Lourdes	Excellent	11	1/20/40
Old South	Interesting	10	2/ 3/40
Rumba Rhythm	Entertaining	10	9/ 2/39
Servant of Mankind	A Trailer	9	6/ 1/40
Where Turf Meets Surf	Fair	10	2/ 3/40

OUR GANG (8)

Alfalfa's Double	Chuckleseme	11	2/ 3/40
All About Hash	Fair	11	6/ 1/40
Big Premiere	Poor	10	3/30/40
Bubbling Troubles	Has Laughs	11	7/ 6/40
Captain Spanky's Showboat	Funny	10	10/14/39
Dad For a Day	Good	11	11/25/39
New Pupil	Poor	11	4/27/40
Time Out for Lessons	Fair	11	12/23/39

JOHN NESBITT PASSING PARADE (8)

Baron and the Rose	Excellent	11	9/28/40
Dreams	Interesting	10	12/ 7/40
Forgotten Victory	Interesting	9	12/30/39
Hidden Master	Fair	10	4/27/40
Trifles of Importance	Very Good	10	7/27/40
Utopia of Death	Interesting	10	11/ 9/40
Way in the Wilderness	Fine	10	7/ 6/40
XXX Medico	Excellent	10	4/27/40

PETE SMITH SPECIALTIES (13)

Cat College	Excellent	10	7/27/40
Domineering Male	Excellent	10	3/30/40
Football Thrills of 1939	For Grid Fans	10	9/28/40
Let's Talk Turkey	Swell	10	11/25/39
Maintain the Right	Very Good	10	1/20/40
Please Answer	Very Good	9	9/ 7/40
Romance of the Potato	Good	9	12/23/39
Ski Birds	Excellent	8	11/25/39
Social Sea Lions	Novel	9	7/27/40
Spots Before Your Eyes	Excellent	10	6/ 1/40
Stuffie	Swell	11	3/ 9/40
What's Your I.Q.?	Good	7½	3/ 9/40
What's Your I.Q.? No. 2	Good	9	7/ 6/40

ROBERT BENCHLEY (4)

Day of Rest	Funny	10	10/28/39
Home Movies	A Howl	9	3/ 9/40
See Your Doctor	Very Funny	8	12/23/39
That Inferior Feeling	Excellent	10	1/20/40

SPECIAL SUBJECTS

Flags Speaks	A Must	19	5/ 4/40
Northward Ho!	A Trailer	9	3/ 9/40

FITZPATRICK TRAVELTALKS (12) (Tech.)

Calling on Colombia	Standard	8	4/27/40
Day on Treasure Island	Colorful	10	9/ 9/39
Land of Alaska Nellie	Good	10	1/27/40
Modern New Orleans	Interesting	9	6/ 1/40
Natural Wonders of Washington State	Okay	10	10/28/39
Night Descends on Treasure Island	Fair	9	3/ 9/40
Old Natchez	Good	9	2/ 3/40
Quaint St. Augustine	Charming	9	11/25/39
Seattle, Gateway to the Northwest	Standard	9	3/30/40
Sitka and Juneau	Interesting	9	4/27/40
Suva, Pride of Fiji	Pleasing	9	6/ 1/40
Valiant Venezuela	Standard	9	12/23/39

MGM 1940-41

	Comment	Running Time	Reviewed Issue Of
CARTOONS (18) (Tech.)			
Abdul the Bul-Bul Ameer		8	Not Rev.
Lonesome Stranger	Excellent	9	12/ 7/40
Mrs. Ladybug	Excellent	8	1/ 4/41
CRIME DOESN'T PAY (6)			
Eyes of the Navy	Excellent	22	10/19/40
Respect the Law		20	Not Rev.
You the People	Excellent	21	1/ 4/41
MINIATURES (10)			
Great Meddler	Very Good	10	1/ 4/41
Happiest Man on Earth		10	Not Rev.
Rodeo Dough	Very Good	10	12/ 7/40
OUR GANG (9)			
Baby Blues		10	Not Rev.
Fightin' Fools		10	Not Rev.
Goin' Fishin'	Standard	10	11/ 9/40
Good Bad Boys	Good	11	9/ 7/40
Kiddie Cure	Good Gang	11	12/ 7/40
Waldo's Last Stand	Flimsy	10	11/ 9/40
PASSING PARADE (9)			
American Spoken Here	Excellent	10	12/ 7/40
PETE SMITH SPECIALTIES (14)			
Penny to the Rescue		10	Not Rev.
Quicker'n a Wink	Excellent	18	11/ 9/40
Quiz Biz		10	Not Rev.
Sea For Yourself	Holds Interest	10	1/ 4/41
Wedding Bills	Very Good	10	12/ 7/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
Alluring Alaska		10	Not Rev.
Beautiful Bali	As Usual	10	12/ 7/40
Capital City	Fair	9	9/ 7/40
Cavalcade of San Francisco	Too Late	9	9/28/40
Glimpses of Kentucky		10	Not Rev.
Glimpses of Washington State		10	Not Rev.
Haiti, Land of Dark Majesty		10	Not Rev.
Mediterranean Ports of Call		10	Not Rev.
Old New Mexico	Fair	10	11/ 9/40
Old New Orleans	As Usual	10	1/ 4/41
Red Men on Parade		10	Not Rev.
Yosemite the Magnificent		10	Not Rev.

PARAMOUNT 1939-40

	Comment	Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)			
Ants in the Plants	Good	7	3/23/40
Fresh Vegetables Mystery	Clever	7	10/21/39
Snubbed by a Snob	Cute	7	5/18/40
Kick in Time	Good	7	2/24/40
Little Lambkin	Cute	7	8/17/40
You Can't Shoe a Horsefly	Cute	7	8/24/40
COLOR CRUISES (7)			
Argentina		10	Not Rev.
Chile	Fair Travelogue	10	12/16/39
Cuba		10	Not Rev.
Ecuador	Fair	10	9/16/39
Isle of Columbus		10	Not Rev.
Pacific Paradise	Interesting	10	7/13/40
Peru	Average	10	10/21/39
HEADLINERS (10)			
Artie Shaw's Class in Swing	For Swing Fans Only..	10	8/26/39
Blue Barron & Orch.	Good	10	6/ 8/40
Frankie Masters and His Orchestra	Entertaining	11	1/20/40
Have You Met Yvette?	Good	10	5/ 4/40
Here's Hal	Average Band Number	10	12/16/39
Jimmy Dorsey & Orch.	Snappy	10	2/24/40
Moments of Charm of 1940	Very Good	11	11/ 4/39
George Olsen and His Music	Peppy	10	3/23/40
Ted Fio Rito & Orch.	Good	11	11/11/39
Pinky Tomlin & Orch.	Entertaining	11	8/17/40
PARAGRAPHICS (10)			
Bits of Life	Misses Fire	11	12/16/39
Busy Little Bears	Splendid	10	11/11/39
Dangerous Dollars	Informative	11	7/13/40
Not So Dumb	Excellent	10	3/23/40
Pictorial	Interesting	10	2/24/40
Pictorial No. 2	Satisfactory Filler	10	8/24/40
Public Hobby No. 1	Stamp-endous	10	9/ 2/39
Sugar Wind	Good	10	2/ 3/40
Television Preview	Interesting	10	5/18/40
Touchdown Review	Good Resume	10	1/27/40
POPEYE (12)			
Doing Impossikible Stunts	Good	7	8/17/40
Females Is Fickle	Good	7	3/23/40
Fightin' Pals		7	Not Rev.
Me Feelin's Is Hurt	Fair	7	5/ 4/40
Never Sock a Baby	Good	6	11/18/39
Nurse Mates	Fair	7	7/13/40
Onion Pacific	Satisfactory	7	6/ 8/40
Puttin' On the Act	Poor	7	8/24/40
Shakespearian Spinach	Funny	7	2/ 3/40
Stealin' Ain't Honest	Average	7	5/ 4/40
Wimmin Hadn't Oughta Drive	Excellent	7	8/24/40
Women Is a Myskery	Funny	7	6/ 8/40
POPULAR SCIENCE (6)			
No. 1	Very Good	10	9/23/39
No. 2	Very Interesting	10	11/25/39
No. 3	Interesting	10	1/27/40
No. 4	Exceptionally Interest'g	10	2/24/40
No. 5	Very Good	10	5/ 4/40
No. 6	Good	11	7/13/40

PARAMOUNT 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
SPORTLIGHTS (13)			
Aqua-Rhythm	Good	10	11/18/39
Blue Streak	Excellent	10	5/ 4/40
Bowling Skill	Very Good	10	2/ 3/40
Catching Whoppers	Thrilling	10	9/23/39
Cradle of Champions	Excellent	10	6/15/40
Dog Is Born	Excellent	10	11/ 4/39
Desert Adventure	Excellent	10	9/23/39
Human Fish	Excellent	10	2/24/40
Hydro-Maniacs	Exciting	10	8/26/39
Judo Experts	Excellent	10	1/20/40
Playmates of the Wild	Unique	10	5/18/40
Sink or Swim	Very Good	10	7/13/40
Two of a Kind	Fine	10	3/23/40
STONE AGE CARTOONS (12)			
Foul Ball Player	Fair	7	6/ 8/40
Fulla Bluff Man	Fair	7	8/24/40
Granite Hotel	Good	7	5/18/40
Springtime in the Rockage		7	Not Rev.
Ugly Dino	Cute	7	7/13/40
Pedagological Institution		7	Not Rev.
Way Back When a Nag Was Only a Horse	Okay	7	3/23/40
Way Back When a Night Club Was a Stick		7	Not Rev.
Way Back When a Razzberry Was a Fruit	Fair	7	8/16/40
Way Back When a Triangle Had Its Points	Fair	7	2/24/40
Way Back When Women Had Their Weigh		7	Not Rev.
Wedding Belts		7	Not Rev.
SYMPHONIC (3)			
Blue Danube Waltz	Glorious Music	10	10/21/39
Merry Wives of Windsor	For Music Lovers	9	11/11/39
William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	11	10/14/39
No. 2	Fairly Interesting	11	12/16/39
No. 3	Good	11	2/ 3/40
No. 4	Interesting	10	5/ 4/40
No. 5	Good	10	5/18/40
No. 6	Interesting	10	8/16/40

1940-41

	Comment	Running Time	Reviewed Issue Of
ANIMATED ANTICS (10)			
Bring Himself Back Alive	Good	7	12/21/40
Dandy Lion	Poor	7	10/ 5/40
Mommy Loves Poppy	Average	7	11/23/40
Sneak, Snoop and Snitch	Fair	7	11/23/40
Twinkletoes Gets the Bird		7	Not Rev.
FASCINATING JOURNEYS (6) (Tech.)			
Indian Temples		10	Not Rev.
River Thames—Yesterday	Beautiful	10	11/23/40
Sacred Ganges		10	Not Rev.
GABBY CARTOONS (8) (Tech.)			
All's Well		7	Not Rev.
Constable	Satisfactory	7	11/23/40
King For a Day	Fair	7	10/26/40
Two for the Zoo		7	Not Rev.
Spunky's Diet		7	Not Rev.
HEADLINERS (8)			
Listen to Larry	Satisfactory	10	11/ 2/40
Johnnie Messner & Orch.	Fair	11	12/21/40
Moments of Charm of 1941 (Tech.)	Pretty	10	10/ 5/40
MADCAP MODELS (6) (Tech.)			
Dipsy Gipsy		9	Not Rev.
Western Daze	Novel	9	1/11/41
PARAGRAPHICS (6)			
Nature's Nursery	Excellent	10	11/ 2/40
Seeing Is Believing	Fair	11	12/ 7/40
POPEYE (12)			
Eugene, the Jeep	Funny	7	12/ 7/40
My Pop, My Pop	Amusing	7	11/ 2/40
Popeye Meets William Tell	Funny	7	10/ 5/40
Problem Pappy		7	Not Rev.
Quiet Pleeze		7	Not Rev.
With Poopdeck Pappy	Entertaining	7	12/ 7/40
POPULAR SCIENCE (6)			
No. 1	Good	10	10/ 5/40
No. 2	Interesting	10	11/23/40
No. 3	Interesting	10	12/21/40
No. 4		10	Not Rev.
ROBERT BENCHLEY (4)			
Trouble With Husbands	Great Fun	11	11/16/40
Waiting For Baby		10	Not Rev.
SPECIAL CARTOON (1) (Tech.)			
Raggedy Ann	Very Good	19	12/21/40
SPORTLIGHTS (13)			
Diving Demons	Beautiful Diving	10	10/ 5/40
Feminine Fitness	Very Good	10	12/21/40
Lasso Wizards		10	Not Rev.
Marine Round-up	Excellent	10	12/ 7/40
Motorcycle Stunting	Thrills Aplenty	10	11/23/40
Sporting Everglades	Very Good	10	10/26/40
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	10	10/ 5/40
No. 2	Interesting	10	12/ 7/40
No. 3		10	Not Rev.

RKO-RADIO 1939-40

	Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
Bill Poster	Very Good	8	5/25/40
Bone Trouble		9	Not Rev.
Donald's Dog Laundry	Very Funny	8	5/25/40
Donald's Vacation	A Scream	8	8/10/40
Fire Chief	Good	8	12/14/40
Goofy's Glider	Excellent	8	12/14/40
Mr. Duck Steps Out	Swell	8	5/25/40
Mr. Mouse Takes a Trip	Excellent	8	11/16/40
Officer Duck	A Scream	8	9/16/39
Pantry Pirate		8	Not Rev.
Pluto's Dream House	Excellent	8	9/14/40
Put-Put Troubles		7	Not Rev.
Riveters	A Howl	7	5/25/40
Tugboat Mickey	Excellent	8	5/25/40
Window Cleaners	A Scream	8	10/19/40
EDGAR KENNEDY (6)			
Act Your Age	Extremely Funny	18	10/ 7/39
Kennedy the Great		19	Not Rev.
Mutiny in the County		17	Not Rev.
Slightly at Sea		16	Not Rev.
'Taint Legal		16	Not Rev.
INFORMATION PLEASE (13)			
No. 1 (Rex Stout)	Like Radio Program	11	9/30/39
No. 2 (Gene Tunney)	Entertaining	10	10/28/39
No. 3 (C. B. Kelland)	Entertaining	10	11/18/39
No. 4 (Deems Taylor)	Very Good	11	12/23/39
No. 5 (Chris. Morley)	Good	11	2/10/40
No. 6 (Gene Tunney)	Very Good	10	2/17/40
No. 7 (C. B. Kelland)	Entertaining	11	4/ 6/40
No. 8 (Ruth Gordon)	Excellent	10	4/13/40
No. 9 (Elmer Davis)	Excellent	11	4/27/40
No. 10 (Deems Taylor)	Good	11	6/15/40
No. 11 (Chris. Morley)	Entertaining	11	6/15/40
No. 12 (Wendell Willkie)	Willkie Appeal	10	7/13/40
No. 13 (Elmer Davis)	Amusing	9	8/10/40
LEON ERROL (6)			
Bested By a Beard		20	Not Rev.
Scrappily Married		20	Not Rev.
Truth Aches		19	Not Rev.
Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)			
Canada at War	Interesting	18	3/ 9/40
America's Youth—1940	Satisfactory	19	4/13/40
Philippines	Interesting	19	5/11/40
U. S. Navy	Good	19	6/ 8/40
Spoils of Conquest	Good	17	8/10/40
Gateway to Panama	Okay	20	8/24/40
RADIO FLASH (8)			
Blamed For a Blonde	Very Funny	19	10/ 7/39
Chicken Feed		18	Not Rev.
Coat Tales		18	Not Rev.
Goodness a Ghost		16	Not Rev.
Twincuplets		20	Not Rev.
RAY WHITLEY (8)			
Bandits and Ballads		17	Not Rev.
Coralling a School Marm	Good	20	8/10/40
Cupid Rides the Range	Very Good	18	9/16/39
Molly Cures a Cowboy		19	Not Rev.
REELISMS (13)			
Acres of Plenty	Very Good	9	11/ 4/39
Air Army	Timely	9	4/27/40
American Royal	Excellent	9	11/18/39
Hats		9	Not Rev.
Men of Muscle	Good	9	2/10/40
Navajoland	Very Good	10	2/10/40
Nevada Unlimited	Interesting	9	9/30/39
Siege	Startling	10	2/10/40
Stray Lamb	Unusual	8	6/15/40
Streamlined	Excellent	9	8/10/40
Vacation Diary	Exhilarating	10	2/17/40
Week End		9	Not Rev.
West Wall	Informative	10	12/23/39
SPORTSCOPES (13)			
Aquapoise	Swell	9	2/10/40
Arrow Points	Good Archery	8	9/14/40
Court Favorites	Interesting	10	4/27/40
Flycasting	Interesting	9	4/ 6/40
Gun Play	Fair	9	9/30/39
Hunting Hounds	Very Interesting	9	11/ 4/39
Hurdle Hoppers	Splendid	9	6/15/40
Ice Cutters	Good	9	11/ 4/39
Pennant Chasers	For Baseball Fans	9	4/ 6/40
Silent Wings	Interesting	10	6/15/40
Sky Game	Excellent	9	12/23/39
Trouble Shooter	For Golfers	9	9/14/40
Winter Playground	Splendid	9	12/ 9/39

1940-41

	Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
EDGAR KENNEDY (6)			
Drafted in the Depot		19	Not Rev.
Sunk by the Census	Funny	18	9/14/40
Trailer Tragedy	Funny	17	10/19/40
INFORMATION PLEASE (13)			
No. 1 (Anna Neagle)	Excellent	11	9/14/40
No. 2 (Ruth Gordon)	Good	10	10/19/40
No. 3 (Alice Marble)	Swell As Usual	10	11/16/40
No. 4 (Louis Bromfield)	Excellent	11	12/14/40
No. 5 (Wendell Willkie)		10	Not Rev.

RKO-RADIO 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of
LEON ERROL (6)			
He Asked for It	Very Funny	18	9/14/40
Tattle Talevision	Funny	19	11/16/40
MARCH OF TIME (13)			
On Foreign Newsfronts	Fair	19	9/21/40
Britain's R.A.F.	Very Informative	18	10/ 5/40
Mexico	Timely and Informative	19	10/26/40
Arms and the Men—U.S.A.	Timely	19	11/23/40
Labor and Defense—1941	Excellent	19	12/21/40
RAY WHITLEY (4)			
Bar Buckaroos	Good	16	11/16/40
PICTURE PEOPLE (13)			
No. 1	Interesting	10	9/14/40
No. 2	Good	9	10/19/40
No. 3	Night Club Plug	10	11/16/40
No. 4	Good	10	12/14/40
No. 5		10	Not Rev.
SPECIAL SUBJECT			
Growing Up (Quins)	18..Wide Appeal	18	12/14/40
SPORTSCOPES (13)			
Kentucky Royalty	For Horse Lovers	9	10/19/40
Quail Quest	Good	9	9/14/40
Snow Eagles		9	Not Rev.
Snow Fun	Exhilarating	9	12/14/40
Sportsman's Partner	For Dog Lovers	9	11/16/40

REPUBLIC

MEET THE STARS (12)			
Chinese Garden Festival	Good Starter	10	12/21/40

20th CENTURY-FOX 1939-40

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Conquering the Colorado	Exciting	11	8/19/39
Filming the Fleet	Exceptional	10	9/23/39
Sky Fighters	Excellent	10	12/ 9/39
Sanctuary of Seals	Unique	10	6/ 8/40
DRIBBLE PUSS PARADE—LEW LEHR (6)			
Cheerio My Dears		9	Not Rev.
Labor Savers	Amusing	9	3/30/40
Monkeys Is the Cwaziest People	Riot of Laughs	10	9/30/39
Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)			
For Going Places	Natural For Women	10	9/23/39
For Outdoors	Excellent	10	3/30/40
For Play Hours	Excellent	10	2/24/40
No. 8		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Aghileen Pinnacles	Excellent	11	10/14/39
Birthplace of Icebergs	Remarkable	11	8/19/39
Climbing the Spirit's Home	Interesting	10	3/30/40
Evergreen Empire	Interesting	10	9/23/39
Flying Stewardess		10	Not Rev.
Isles of the East	Excellent	9	6/ 1/40
Kangaroo Country	Interesting	10	12/ 9/39
Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)			
Action on Ice		10	Not Rev.
Big Game Fishing	Exciting	10	9/16/39
Clocking the Jockeys	Interesting	11	10/14/39
Following the Hounds	Outstanding (Tech.)	10	2/24/40
Over the Seven Seas	Fine	10	3/30/40
Top Notch Tennis	Good	10	2/24/40
TERRYTOONS (26) (10 in Tech.)			
All's Well That Ends Well	Fair	7	4/ 6/40
Catnip Capers	Good	7	6/ 8/40
Dog in a Mansion	Good	7	2/24/40
Edgar Runs Again	Very Good	7	2/24/40
First Robin (Tech.)		7	Not Rev.
Golden West	Clever	7	8/19/39
Hare and Hounds		7	Not Rev.
Harvest Time	Clever	7	2/24/40
Hitch-Hiker		7	Not Rev.
Hook, Line and Sinker (Tech.)		7	Not Rev.
Ice Pond		7	Not Rev.
It Must Be Love		7	Not Rev.
Just a Little Bull (Tech.)		7	Not Rev.
Love in a Cottage		7	Not Rev.
Much Ado About Nothing	Good	7	4/ 6/40
One Mouse in a Million	Fair	7	12/ 9/39
Orphan Duck (Tech.)	Diverting	7	10/14/39
Professor Offkeyski	Good	7	6/ 1/40
Rover's Rescue		7	Not Rev.
Rupert the Runt		7	Not Rev.
Sheep in the Meadow	Satisfactory	7	10/14/39
Swiss Ski Yodelers	Clever	7	6/ 1/40
Two Headed Giant (Tech.)	Good	7	8/19/39
Watch Dog		7	Not Rev.
Wicky Wacky Romance	Very Good	7	12/ 9/39
Wot's All the Shootin' Fer		7	Not Rev.

20th CENTURY-FOX 1940-41

	Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Midget Motor Mania	Unusual	10	10/12/40
Modern Highway		10	Not Rev.
Training Police Horses		10	Not Rev.
FASHION FORECASTS (4) (Tech.) ANNOUNCED—NOT MADE			
LEW LEHR COMEDIES (4)			
Grunters and Groaners	Tiresome	10	8/10/40
Tale of Butch the Parrot		10	Not Rev.
MAGIC CARPET OF MOVIETONE (8)			
Eskimo Trails	Enlightening	10	8/10/40
Isle of Mystery		10	Not Rev.
Land of Flowers (Tech.)	Colorful	9	8/10/40
Old Dominion State	Very Good (Tech.)	10	11/30/40
RIPLEY'S BELIEVE IT OR NOT (4)			
Acquitted by the Sea	Excellent	10	10/12/40
SPORTS REVIEWS—THORGERSEN (6) (3 in Tech.)			
Bowling for Strikes	Great for Bowlers	10	10/12/40
Lure of the Trout (Tech.)	For Fly Casters	10	11/30/40
Rodeo Goes to Town		10	Not Rev.
Symphony in Snow		10	Not Rev.
Vacation Time (Tech.)	OK	8	8/10/40
TERRYTOONS (26) (13 in Tech.)			
Bill Mouse's Akwakade (Tech.)	Excellent	7	8/10/40
Club Life in the Stone Age		7	Not Rev.
Hairless Hector		7	Not Rev.
Happy Haunting Grounds		7	Not Rev.
Home Guard		7	Not Rev.
How Wet Was My Ocean (Tech.)	Excellent	7	10/12/40
Landing of the Pilgrims (Tech.)	Good Now	7	11/30/40
Lucky Duck (Tech.)		7	Not Rev.
Mississippi Swing		7	Not Rev.
Magic Pencil	Poor	7	12/ 7/40
Plane Goofy (Tech.)	Fair	7	12/ 7/40
Snow Man		7	Not Rev.
Temperamental Lion (Tech.)		7	Not Rev.
Touchdown Demons	Amusing	7	10/ 5/40
What a Little Sneeze Can Do		7	Not Rev.
When Knights Were Bold		7	Not Rev.

UNIVERSAL 1939-40

CARTUNES (13) WALTER LANTZ (Tech.)			
A-Haunting We Will Go	Pretty Good	7	7/15/39
Andy Panda Goes Fishing	Fair	9	2/10/40
Kittens' Mittens	Good	9	2/24/40
Life Begins For Andy Panda	Amusing	9	9/30/39
100 Pygmies and Andy Panda	Good	7½	5/11/40
Scrambled Eggs	Cute	8	12/30/39
Sleeping Princess	Good Fun	7	12/ 2/39
Tom Thumb, Jr.	Cute	8	4/ 6/40
GOING PLACES (15)			
Man-Made Jungle (66)		10	Not Rev.
In The Heart of Africa (67)	Very Good	9	10/21/39
Funny Birds—Here And There (68)	Excellent	9	10/21/39
Playground Of The Antilles (69)	Interesting	9	12/23/39
Delicacy On A Half Shell (70)	Very Good	9	12/30/39
Strange American Animals (No. 71)	Interesting	9	2/10/40
Rhodesia (No. 72)	Good	9	4/ 6/40
Working On The Railroads — The Country Goes To The Dogs (73)	Excellent	9	3/30/40
Barbados (No. 74)	Interesting	9	4/20/40
Death Valley (No. 75)	Fascinating	10	4/20/40
Pretzels—Goat Farms (76)	Good	9	5/11/40
Parlor Buckaroos (77)	Interesting	10	6/22/40
Curacao (No. 78)	Timely	9	6/22/40
Coast Of Curiosities (79)		9	Not Rev.
Down El Paso Way (80)		10	Not Rev.
MUSICALS (13)			
Boy Meets Joy	Good Diversion	20	9/ 2/39
Bullets and Ballads	Good	18	2/17/40
Folies Parisienne	Just Fair	18	4/20/40
Honolulu Bound		18	Not Rev.
I Dream of Jeannie with the Light Brown Hair	Fair	17	9/21/40
International Revels	Okay Filler	18	4/ 6/40
Naughty Nineties	Pleasing	18	6/22/40
Rhythm Jamboree	Fair Vaudeville	18	2/10/40
Rhumba Land	Good Vaudeville	18½	12/ 2/39
Snow Follies	Light Fare	19	12/30/39
Swing Hotel	Diverting	17	10/21/39
Swingin' in the Barn	Rustic Rhythm	19	6/22/40
Varsity Vanities	Swing Session	18	8/ 3/40
SPECIAL SUBJECT (1)			
March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)			
No. 66	Very Good	10	9/23/39
No. 67	Good	10	10/21/39
No. 68	Interesting	9	10/21/39
No. 69	Good	9	12/23/39
No. 70	Average	9	12/23/39
No. 71	Good	9	2/ 3/40
No. 72	Average	9	4/ 6/40
No. 73	Interesting	9	4/ 6/40
No. 74	Good	9	4/20/40
No. 75	Good	9	4/20/40
No. 76	Good	9½	5/11/40
No. 77	Good	9	6/22/40
No. 78	Average	9	6/22/40
No. 79		9	Not Rev.
No. 80		9	Not Rev.

UNIVERSAL 1940-41

	Comment	Running Time	Reviewed Issue Of
CARTOONS (13) (Tech.)			
Crazy House	Satisfactory	8	10/12/40
Knock, Knock	Very Good	8	11/30/40
Recruiting Daze	Fair	8	11/ 2/40
Syncopated Sioux	Clever	7	12/28/40
GOING PLACES (15)			
No. 81 (Coast Guard)	Interesting	10	9/21/40
No. 82 (Sun Valley)	Good	10	10/12/40
No. 83 (Arizona)	Interesting	10	10/12/40
No. 84 (Melting Pot of the Caribbean)	Good	10	12/28/40
No. 85 (Hunting on Top of the World)	Fascinating	9	12/28/40
No. 86 (South of the Border)		10	Not Rev.
MUSICALS—TWO REEL (13)			
Class in Swing	Good Variety	16	10/12/40
Congamania	Latin Liveliness	20	11/30/40
Tickled Pinky	Rustic Rhythm	18	1/ 4/41
Torrid Tempos	Entertaining	18	11/30/40
SPECIAL SUBJECT (1)			
Swing with Bing	Excellent	18	4/13/40
STRANGER THAN FICTION (15)			
No. 81	Good	9	9/21/40
No. 82	Average	9	10/12/40
No. 83	Average	9	10/12/40
No. 84	Good	9	11/30/40
No. 85	Excellent	9	12/28/40
No. 86		9	Not Rev.

VITAPHONE-WARNER BROS. 1939-40

BROADWAY BREVITIES (10)			
Alex in Wonderland		20	Not Rev.
Double or Nothing	Amusing	20	2/17/40
Ice Frolics	Entertaining	20	9/30/39
One for the Book	Entertaining	20	12/30/39
Public Jitterbug No. 1		18	Not Rev.
Remember When	Swell Entertainment	20	9/ 2/39
Slapsie Maxie's	Perfect Clowning	17	8/26/39
Spills for Thrills	Excellent	19	7/ 6/40
World's Fair Junior	Just Fair	20	11/ 4/39
Young America Flies	Excellent	22	7/27/40
COLOR PARADE (10)			
American Saddle Horses	Interesting	10	11/25/39
Famous Movie Dogs	Excellent	10	7/27/40
Gun Dog's Life	Sure to Please	10	5/18/40
Mechanix Illustrated #1	Good	10	9/ 2/39
Mechanix Illustrated #2		10	Not Rev.
Mechanix Illustrated #3	Interesting	10	2/17/40
Mechanix Illustrated #4	Interesting	10	6/15/40
Men Wanted	Interesting	10	4/13/40
New Horizons	Good	10	12/30/39
The Valley	Interesting	10	7/ 6/40
FEATURETS (Tech.) (8)			
Cinderella's Feller	Excellent	16	6/15/40
Monroe Doctrine	Excellent	16	10/28/39
Old Hickory	Outstanding	17	12/30/39
Pony Express Days	Excellent	19	7/ 6/40
Royal Rodeo	Entertaining	15	11/25/39
Service with the Colors	Sure-Fire	20	8/31/40
Singing Dude	Excellent	18	4/13/40
Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)			
Africa Squeaks	Hilarious	7	2/24/40
Ali Baba Bound		7	Not Rev.
Chewin' Bruin	Amusing	7	6/15/40
Film Fan	Excellent	7	1/ 6/40
Jeepers Creepers	Funny	7	10/ 7/39
Naughty Neighbors	Good	7	11/ 4/39
Patient Porky	Good Diversion	7	8/31/40
Pied Piper Porky	Good	7	11/25/39
Pilgrim Porky	Clever	7	4/13/40
Porky's Baseball Broadcast	Funny	7	7/ 6/40
Porky's Hotel	Good	7	9/ 2/39
Porky's Last Stand		7	Not Rev.
Porky's Pony Express		7	Not Rev.
Porky's Poor Fish		7	Not Rev.
Porky the Giant Killer		7	Not Rev.
Slap Happy Pappy		7	Not Rev.
You Ought to Be in Pictures	Novel	7	5/18/40
MELODY MASTERS (10)			
Dave Apollon	Average Musical	10	2/24/40
Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
Dipsy Doodler	Swingy	10	5/18/40
Woody Herman		10	Not Rev.
Vincent Lopez	Lively	10	9/23/39
Ozzie Nelson	Good	10	6/15/40
Romance in Rhythm	Satisfactory	10	4/13/40
Rubinoff and Orch.	Good	10	11/ 4/39
Swing Styles	Good	10	8/26/39
Symphony of Swing	Satisfactory	10	12/ 2/39

VITAPHONE-WARNER BROS. 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
MERRIE MELODIES (26) (Tech.)			
Bears' Tale		7	..Not Rev.
Busy Bakers		7	..Not Rev.
Ceiling Hero		7	..Not Rev.
Circus Today	Clever	7	.. 7/ 6/40
Confederate Honey		7	..Not Rev.
Cross Country Detours	A Knockout	7	.. 4/13/40
Curious Puppy		7	..Not Rev.
Early Worm Gets the Bird		7	..Not Rev.
Egg Collector		7	..Not Rev.
Elmer's Candid Camera		7	..Not Rev.
Fagin's Freshmen	Amusing	7	..11/25/39
Fresh Fish	Swell	7	..11/ 4/39
Gander at Mother Goose	Good	7	.. 5/18/40
Ghost Wanted	Amusing	7	..10/26/40
Good Egg		7	..Not Rev.
Hardship of Miles Standish		7	..Not Rev.
Land of the Midnight Fun	Superb	7	.. 9/23/39
Little Blabbermouse	Amusing	7	.. 8/ 3/40
Little Lion Hunter		7	..Not Rev.
Mighty Hunters	Pleasing	7	.. 2/17/40
Screwball Football	Swell Cartoon	7	..12/30/39
Sioux Me	Clever	7	.. 9/ 9/39
Sniffles and Bookworm	Cute	7	.. 2/24/40
Sniffles Takes a Trip		7	..Not Rev.
Tom Thumb in Trouble	Cute	7	.. 6/15/40
Wild Hare		7	..Not Rev.
SPECIAL RELEASE			
Cavalcade of Academy Awards	Fan Appeal	31	.. 5/18/40
VITAPHONE VARIETIES (6)			
All Girl Revue		7	..Not Rev.
No Parking	Fairly Funny	10	.. 4/13/40
Organ Novelty	Fair	9	..11/11/39
Radio and Relatives		10	..Not Rev.
Sword Fishing	Exciting	10	..10/ 7/39
Vote Trouble	Laughs	10	.. 8/26/39

1940-41

AMERICAN CAVALCADES (3) (Tech.)			
Flag of Humanity	Splendid	20	..10/26/40
March on Marines	Excellent	20	..12/28/40
BROADWAY BREVITIES (9)			
Alice in Movieland	Superlative	20	..11/30/40
Dog In the Orchard		20	..Not Rev.
Just a Cute Kid		20	..Not Rev.
Mack Sennett Revival		20	..Not Rev.
ELSA MAXWELL COMEDIES (3)			
Mack Sennett Revival		20	..Not Rev.
Lady and the Lug		19	..Not Rev.
Riding Into Society	T'Ain't Funny	19	.. 8/31/40
Throwing a Party		20	..Not Rev.
HOLLYWOOD NOVELTIES (10)			
History Repeats Itself	Good	10	.. 9/30/39
Football Highlights	Rockne Build-up	10	.. 8/31/40
Mexican Jumping Beans	Very Good	10	..11/30/40
Shark Hunting	Exciting	10	.. 8/ 3/40
LOONEY TUNES (16)			
Calling Dr. Porky		7	..Not Rev.
Pre-Historic Porky	Clever	7	..11/ 2/40
Porky's Hired Hand	Good	7	..12/28/40
Porky's Snooze Reel		7	..Not Rev.
Sour Puss	Satisfactory	7	..11/30/40
Timid Toreador		7	..Not Rev.
MELODY MASTERS (10)			
Henry Busse & Orch.	Good	10	..11/30/40
Skinny Ennis & Orch.	Good	10	..12/28/40
Jan Garber & Orch.		10	..Not Rev.
Matty Malneck	Snappy	10	.. 8/ 3/40
Joe Reichman & Orch.	Excellent	10	..11/ 2/40
MERRIE MELODIES (26) (Tech.)			
Bed Time for Sniffles		7	..Not Rev.
Elmer's Pet Rabbit	Funny	7	..12/28/40
Fighting 69½		7	..Not Rev.
Good Night Elmer		7	..Not Rev.
Holiday Highlights	Swell Satire	7	..11/ 2/40
Malibu Beach Party	Grade A	7	.. 8/31/40
Of Fox and Hound		7	..Not Rev.
Shop, Look and Listen	Good	7	..12/28/40
Stage Fright	Satisfactory	7	..10/26/40
Wacky Wildlife	Funny	7	..12/ 7/40

VITAPHONE-WARNER BROS. 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of
TECHNICOLOR SPECIALS (3)			
SPECIAL SUBJECT			
London Can Take It	Powerful	10	..10/26/40
SPORTS PARADES (10)			
California Thoroughbreds	Interesting	10	..12/28/40
Diary of a Racing Pigeon	Interesting	10	..12/ 7/40
Dogs You Seldom See	Good Novelty	10	.. 8/31/40
Fly Fishing	For Anglers	10	..10/26/40

MISCELLANEOUS

Aida (Guaranteed)	For Music Lovers	9	.. 5/11/40
Ave Maria (Malchain)	Impressive	10	.. 7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	..11/ 4/39
In the Bank (King of Comedy Pictures)	Still Good	19	..11/16/40
Memory Lingers On No. 2 (Progress)	Excellent	10	.. 8/ 5/39
Norway's Fate (Hoffberg)	Fair	10	.. 5/18/40
On the Trail of the Tarpon (N. Y. Zoological Society)	Thrilling	11	.. 1/13/40
Paper Hanger (King of Comedy Pictures)	Delightful	19	.. 3/ 2/40
Rembrandt (Malchain)	Fascinating	11	.. 7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	.. 7/ 1/39
Xochimilco (Atlas)	Entertaining	11	.. 1/13/40

SERIALS 1939-40

Dist and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
Deadwood Dick	15 Chaps.	7/20/40
Green Archer	15 Chaps.	11/ 2/40
The Shadow	15 Chaps.	1/13/40
Terry and the Pirates	15 Chaps.	4/20/40
REPUBLIC		
Adventures of Red Ryder	12 Chaps.	6/15/40
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39
Winners of the West	15 Chaps.	5/11/40

1940-41

REPUBLIC		
King of the Royal Mounted	12 Chaps.	8/17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40

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Ten cents per word. No charge for name and address. Five insertions for the price of three. Money order or check with copy. Classified ads will appear as soon as received unless otherwise instructed. Address: Classified Dept., SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

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SYSTEMATIZING THEATRE OPERATION, a condensed, easy-to-read book covering every important phase of theatre operation. Written by "Chick" Lewis. Sent postpaid upon receipt of $1.00 in cash, check or money order. Address, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

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PAIR LATE S.O.S. PORTABLES, 35 mm. Complete. Perfect condition. Like new. Half price. Lloyd Johnson, Box 313, Corbin, Kentucky.

A message to 1,187 THEATRES —including YOURS!

THE week starting January 16th has been set as "MARCH OF DIMES" WEEK in the motion picture theatres of the New York exchange area. There are 1,187 theatres in this area—including YOURS! So far over 760 theatres have gladly, enthusiastically volunteered to cooperate. Indications are that every one of the 1,187 will join this worthy cause—including yours.

It is hoped to gather millions of dimes from moviegoers for the National Foundation for Infantile Paralysis! If you are at all familiar with this inspiring charity, we know you will lend your cooperation eagerly. This is one charity your patrons will be happy to help with their dimes.

Special, colorful receptacles will be supplied for all theatre lobbies by the Infantile Paralysis Foundation campaign committee at no cost to you. A special emblem, to give those who contribute, will be supplied to you at no cost. (This expense has been paid by private donations from several exhibitors.) Trailers to insert in newsreels will be sent to you gratis.

This is a grand opportunity for the motion picture exhibitors to do a great public service. Write, wire or phone your zone committee chairman that you will cooperate.

HARRY BRANDT—C. C. MOSKOWITZ
Co-chairmen for New York area

SI FABIAN
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The committees are grateful for the immediate and whole-hearted response from the following circuits: Loew's, RKO, Brandt, Fabian, Harry Hecht, Cocalis, Randforce, Century, Consolidated, Leo Brecher, Max Cohen, Raybond and others.

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

REVIEWED IN THIS ISSUE

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WILLIAM K. JENKINS

Vol. 33 No. 26

January 18
1941

CARY • KATHARINE • JAMES GRANT • HEPBURN • STEWART in "THE PHILADELPHIA STORY" with Ruth Hussey, John Howard, Roland Young, John Halliday, Mary Nash and Virginia Weidler. Screen Play by Donald Ogden Stewart. Based on the Play by Philip Barry, produced by The Theatre Guild Inc. Directed by George Cukor. Produced by Joseph L. Mankiewicz. An M-G-M Picture



The Story of the Week!

PHILADELPHIA STORY

Box-office history's in the making!
Get your share!
M-G-M's "Philadelphia Story" is a *miracle* picture!
The miracle is where the crowds come from!
4th Week at Radio City Music Hall!
And still they come!
A five-year record set! An all-time record coming!
Did you hear about Los Angeles?
Three first runs playing it simultaneously!
Never before! Perhaps never again!
Detroit is doing 228% of normal. Terrific!
And what about the smaller towns, you ask?
The first one is Scranton, Pa., coal-mining town!
And doing "Boom-Town" (*which played advanced prices*) biz!
Exploit "Philadelphia Story"!
There's gold in every foot of it!

The Editorial Page

Institutional Selling

Barney Balaban enunciated a policy that well might be followed as intelligent leadership in his recent address before the AMPA, when he told the advertising and publicity men that the time had come for more emphasis upon selling the industry as an institution.

Complete text of the address will be found on another page—and it is recommended reading for all theatremen as well as advertising and publicity specialists engaged in public relations work for the motion picture.

▲ ▲ ▲

Picture Trends

There isn't much doubt about what the cash customers come out in droves to see on the movie screens of the nation. A mere glance at the list of the most successful pictures will reveal in startling clearness the most magnetic and foolproof chart by which the various companies may set their course.

There is indisputable appeal for the masses in the action-adventure type of story produced on an elaborate scale. And by "elaborate scale" we don't mean a production budget of a couple of million dollars, but rather a strong cast of names that will add up to potent box office appeal when combined with a title that holds promise of exciting action and adventure.

The "Kitty Foyle" formula is as foolproof as the Cinderella formula of old. Who doesn't pity the poor woiking goil in her fight for virtue and love triumphant? We do. Don't you? And so do several million others who haunt the newsstands for the fan mags, paste their favorite's pitcher on their dresser mirror, or go hunting for autographs.

So it would appear that the simple ingredients for sure-fire box office are, first: the type of story theme that has clicked time and again; second: a title that will attract those masses who hunger for just that kind of entertainment; third: either a "top" name or a combination of names which attract the masses; fourth: (and this is most important), a selling campaign super-charged with all of these elements plus attention-getting ideas to sell those ingredients in a way that makes every single ticket-buying prospect aware that the local theatre is playing the picture.

So you see, there's nothing to it at all. Just like A, B, C. Simply get the ingredients, mix them well, bake to a light brown and serve to your customers. Result: either indigestion or a packed house of happy fans. You're both cook and doctor.

Mutual Assistance

Elsewhere in this issue is a letter from Earle Holden of Atlanta, Ga., in which he describes a plan for mutual assistance of ALL theatres in a particular city or territory.

There is much merit in what Holden suggests and we recommend it to theatremen everywhere as a plan to which they can give serious consideration in their efforts to stimulate interest in movie theatres in general without tieing in any particular picture.

There should be more of this "all for one and one for all" spirit in our business because in addition to accomplishing purposes like that of Holden's, it generates a friendlier spirit among theatremen who all too often spend valuable time trying to outsmart their brother managers when they might well be contributing to some general activity through which all theatres benefit.

▲ ▲ ▲

Observations

Improved business should encourage improvement of the theatre's equipment but should not create an era of wasteful spending.

The habit of looking ahead and planning ahead will be found far more valuable than the habit of looking back and crying over spilt milk and poor business.

Smart theatremen will begin to cultivate the habit of studying coming product from the moment it goes into production. The "new order" makes it absolutely necessary that they know as much as possible about the pictures to be offered to them.

A careful check of coming availabilities should be maintained with a view of conserving product against the possibility of a limited shortage before and immediately after the new buying system goes into effect.

▲ ▲ ▲

Don't Pass This One Up

Animated Technicolor cartoons have reached such a stage of perfection that it would be hard to imagine any new series doing more than simply introducing some new cartoon character.

But Paramount has achieved the almost impossible through its George Pal series which are as refreshingly different as they are outstandingly entertaining.

"Western Daze" is the first—and after viewing it in the projection room we came away with the very definite feeling that our faith in the entertaining qualities of short subjects had received a shot-in-the-arm.

—"CHICK" LEWIS

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JAN 22 1941

National Allied Unit for N. Y.

New Group to Organize Next Week at Lincoln Hotel

A new unit of National Allied to represent theatre owners in New York State was formed last week to replace the Allied Theatres of New York, led by Max A. Cohen, which has joined MPTOA. The organization will be known as the New York State Unit of National Allied, Inc.

First meeting of the new organization at which temporary officers and directors will be elected, is scheduled for next Wednesday at the Lincoln Hotel in New York City. The incorporators of the unit are John Gardner of Schenectady; Charles Wilson of Troy; Samuel Cornish of Harrison, Louis Guidel of Brooklyn and Max Cohen of Brooklyn. The latter is not the same individual as the Max Cohen who is president of the former Allied unit now affiliated with MPTOA, nor is he related to him.

All five of the incorporators were members of the old organization. They have been consulting other exhibitors in the state for some time and, finding that many did not agree with Max A. Cohen and the MPTOA policies, decided to form their own group. The new organization will formally become a part of National Allied at the Board of Directors meeting of the latter late this month.

RKO Makes No Comment On Hearst "Kane" Stand

No comment was forthcoming from RKO this week concerning William Randolph Hearst's reported edict prohibiting RKO publicity from appearing in Hearst newspapers. Hearst's action, it was said, resulted from the belief that Orson Welles' "Citizen Kane" is based partially on the publisher's career. It is reported that Hearst has insisted the picture be held from release. Said to have caused the ban on RKO publicity was an article which appeared in the current issue of *Friday* magazine comparing the episodes in the life of Hearst with those of the imaginary character.

Gov. Lehman Urges Billboard Regulation

Albany—"To preserve the beauty of our countryside and to increase highway safety and efficiency," Governor Lehman, in his annual message to the Legislature, urges the adoption of a law regulating billboards along state highways.

Joe Lee Named to Head M.P. Associates

Joe Lee, of 20th-Fox, was this week elected president of Motion Picture Associates, succeeding Jack Ellis. Ben Abner of MGM and Seymour Schussel of Columbia were elected trustees, while Louis Kutinsky of RKO was made sergeant-at-arms.

"REBECCA" HEADS BEST TEN LIST

"Grapes of Wrath" Ranks Second in Annual Critics' Poll by Film Daily

		Votes
Rebecca	United Artists	391
The Grapes of Wrath	20th-Fox	367
Ninotchka	MGM	269
Foreign Correspondent	United Artists	247
All This, and Heaven Too	Warner Bros.	230
Abe Lincoln in Illinois	RKO Radio	221
Boom Town	MGM	215
Northwest Passage	MGM	198
Our Town	United Artists	198
The Mortal Storm	MGM	172

Predict New Exhib Units

New System of Buying and Selling Under Decree Next Season Expected to Influence New Groups

With the new system of buying and selling next season given as the reason, increased strength of already established exhibitor organizations and the setting up of new groups during 1941 were predicted this week by industry leaders.

Pointing out that their units would act as clearing houses for complaints and offer assistance in facilitating arbitration, organization leaders said that exhibitors without affiliation would find it more difficult to operate under the consent decree rulings than those with organization ties. For that reason, it was added, new territorial units are likely to be formed.

Expected to be a factor in greater organization activity is the report of the Allied Information Department (AID) to the effect that exhibitors in non-Allied or unorganized territories were paying more for their product.

Strenuous programs are lined up for the new year by the two major groups, Allied and MPTOA, it is understood. Plans of Allied will be revealed later this month when the board holds its annual meeting in Washington. With MPTOA planning a national convention in April and Allied a national conclave in Philadelphia, both meetings are expected to be timed so that they will come close to the period when the decree will be groomed for operation.

The formation of the new Allied unit in New York State (*see Col.* 1) is said to be the first of several new exhibitor groups to be launched soon.

Weshner Testimonial Set for January 27

Philadelphia — The local Variety Club will sponsor a dinner by the film industry at the Bellevue Stratford here on Jan. 27 in honor of David (Skip) Weshner, UA exploitation chief. The former Stanley-Warner executive was active for the club during his years here. The affair will be informal and stag, and is expected to draw a large contingent from New York. Weshner was welcomed into the UA fold this week with an informal luncheon at Dinty Moore's.

Tri-States Trying New Preview Plan

Idea Is to Avoid Raised Prices, Yet Point Up Film

Des Moines—Tri-States Theatre Corp. is trying out a new policy of treating outstanding pictures with a series of press previews and roadshow previews. First picture to come under the experiment is MGM's "The Philadelphia Story," according to G. Ralph Branton, the circuit's general manager, who announces that press previews will be held in Des Moines and Omaha while in other cities the openings will be billed as roadshow previews.

Branton wants to avoid increased admission prices yet at the same time mark the picture "above the average." To do this, he has planned previews in key cities in an original manner, the previews to be treated as elaborately as possible, with newspaper representatives from surrounding towns being invited to attend.

A limited number of reserved seats, in each case, will be made available to the public at 75 cents each, although there will be no children's tickets. To legitimate stage patrons, to community drama and civic music associations will go personalized letters in a direct-mail stunt.

The plan, Branton believes, provides an emphasis that will increase interest in the small towns. Previews will be held at least ten days in advance of the regular presentation, but not a line of publicity or advertising will be used regarding it until announcement of the special showings. Usual prices and continuous performances will prevail at the regular showings, and no one will be seated during the last 25 minutes of the pictures.

Arbitration Fee $10 Per Day

To Be Standard Charge; May Be Cut or Waived

Although the consent decree provided that an arbitrator's fee could be as high as $50 a day, only $10 will be charged for each arbitrator's services for each day he is required to sit, it was announced this week by the AAA. The $10 fee will apply to all types of arbitration and will be uniform throughout the 31 arbitration districts in the country.

In some cases the fee may be waived altogether if it should be found that it would work a hardship in the discretion of the AAA. In other cases it may be reduced to conform to circumstances.

Paul Felix Warburg, chairman of the Administrative Committee of the AAA said this week that it was the aim of the Association to make arbitration as simple and inexpensive as possible so that no exhibitor would lose his right to arbitrate because of excessive costs or red tape.

Wolff Elected Head of N. Y. Film Board of Trade

Robert S. Wolff, RKO branch manager, was this week elected president of the New York Film Board of Trade, succeeding Jack Bowen. Other officers elected include Joseph J. Lee, 20th-Fox, first vice-president; Ben Abner, MGM, second vice-president; Dave Levy, Universal, treasurer; Robert Fannon, Republic, secretary, and Edward Bell, Paramount, sergeant-at-arms.

WILLIAM K. JENKINS

(The Man on the Cover)

Secretary-Treasurer of the Lucas and Jenkins Circuit and Chief Barker of Tent No. 21, Variety Club of Atlanta.

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New York City

Important Dates

Jan. 21: Allied of New Jersey annual state-wide meeting, Stacey-Trent Hotel, Trenton, N. J.
Jan. 21-23: Paramount managers and sales staff meeting, Chicago.
Jan. 23: Barney Balaban banquet, Drake Hotel, Chicago.
Jan. 26: Actors' Fund of America annual benefit, Winter Garden.
Jan. 27: David Weshner testimonial, Bellevue Stratford, Philadelphia.
Jan. 27-28: Allied board meeting, Washington.
Jan. 31: Chicago Reel Fellows Club dinner-dance, Congress Hotel.
Feb. 2-3: Virginia MPTO Winter convention, Shoreham Hotel, Washington.
April 4: AMPA 25th anniversary dinner-dance, Hotel Edison.
April: National Variety convention, Atlantic City.
April 24: Annual AMPA meeting.
May 5-8: SMPE spring convention, Sagamore Hotel, Rochester.

Opposes Change In Chi. Censor Setup

Pettijohn Says Not to Bar Youths in Uncensored Pics

Chicago—Asserting that "censors see everything . . . they complain of, yet I have never known a censor who would admit that his sterling character had been in the least disturbed by any of those things which he deleted to protect the other fellow's morals," Charles C. Pettijohn, general counsel of the MPPDA, opposed changes in Chicago's censor board setup in a talk delivered this week at a hearing before the judicial committee of the Chicago City Council on proposed amendments to the city's censorship ordinance.

Pettijohn expressed opposition to the proposal which would prevent persons under 21 years of age from seeing uncensored films. "Censors have contributed very little in the building of character in our youth," he said, adding that he was old-fashioned enough to believe "that character in children is best built around the family fireside, or at the family dining room table."

He pointed out that there was only one sensible, practical and workable way to make motion pictures what they should be: "this is a sincere desire to offend nobody and effort for good taste upon the part of the people who make the pictures, exercised at the sources of production and at the time they are made. That is not censorship. It is just plain 'horse sense'."

In concluding, Pettijohn declared that "motion pictures today are far superior artistically, morally, in entertainment value and in every other way to what they were at the time your obsolete, useless and un-American censorship ordinance was passed."

Predicts Good Business For Canadian Exhibitors

Montreal — Canadian exhibitors should enjoy at least as good a volume of business in 1941 as they did in 1940, with the prospect of increases in industrial areas, according to the opinion of W. J. Singleton, sales manager for Associated Screen News, Ltd.

Wheeler Charges Industry Fosters War Propaganda

Senator Threatens Legislation to Regulate Industry Unless It Takes More Impartial Attitude in Matter

Washington—The motion picture industry is fostering war propaganda, it was charged this week by Senator Burton K. Wheeler of Montana, chairman of the Senate Interstate Commerce Committee and outstanding isolationist. He threatened to introduce legislation to regulate the industry unless it took a more impartial attitude.

In a letter to Will H. Hays, president of the MPPDA, Wheeler declared that propaganda by the motion picture companies was reaching a point at which he believed legislation would have to be enacted to regulate the industry in this respect.

It was his understanding, the Interstate Commerce Committee chairman revealed, that the Administration had urged the industry to get out propaganda pictures. Since general motion picture legislation is handled by Wheeler's committee, it would undoubtedly have control of such a bill if it were introduced.

A. J. Richard, head of Paramount News, replied to a letter sent him by Senator Wheeler in which the ICC chairman criticized Paramount News' handling of the current controversy on pending defense legislation. The newsreel head declared that "Paramount News has consistently presented and will continue to present both sides of all controversial topics vital to the interests of the American people," and that "our editorial policy is not influenced by pressure of any kind from any source whatsoever."

Pa. Senator Proposes Tax on Bank Nights

Harrisburg, Pa.—Just before the Senate adjourned until Jan. 27, Senator John Haluska introduced a measure to provide a Department of Public Assistance by requiring a license from theatres running Bank Nights. According to his plan, $600 would be raised in towns over 3,000 population; $1,200 in towns from 3,000 to 10,000 population, and $1,600 in cities over 10,000. Theatre owners would be required to deduct 15 per cent of the value of the prizes given away at Bank Nights to go to the county treasurer.

N. J. ATO Plans State-wide Meeting for January 21

Trenton, N. J.—The 16 mm. film bill and the legislative program are expected to be the main topics for discussion when Allied Theatre Owners of New Jersey holds its annual state-wide meeting at the Stacey-Trent Hotel here on Jan. 21. Both South and North Jersey units will be represented at the sessions. Election of State and Regional officers is also on the agenda, according to Lee Newbury, ATO of New Jersey president.

Kelly Reveals Two More Promotions

Eisenberg and Armgardt Made UA Branch Managers

Two more promotions in the United Artists sales force were announced last week by Arthur W. Kelly, vice-president in charge of domestic distribution. Ben Eisenberg, UA salesman in Chicago, was promoted to branch manager there, succeeding Irving Schlank, now district manager of the Chicago, Milwaukee and Minneapolis territory.

Jack Armgardt, also of the Chicago exchange, was appointed Milwaukee branch manager, succeeding J. S. Abrose who is now district manager in Omaha, Denver and Salt Lake City territory.

AMPA HEARS BALABAN

Barney Balaban, President of Paramount, told the AMPA last Thursday that under the consent decree, more emphasis will have to be placed on selling the industry than upon selling its product. His address in full is printed on page 10 of this issue.

Sleet No Hindrance To Dual Premiere

Thousands at Lincoln Debut of "Miss Bishop"

Lincoln, Neb.—Despite sleet and rain, local enthusiasm was high here this week when United Artists launched the dual world premiere of Richard A. Rowland's "Cheers for Miss Bishop" at the Stuart and Nebraska Theatres. The Hollywood contingent was greeted at the station by a crowd of 2,500, while 8,000 packed the University Coliseum for events moved inside because of the inclement weather.

Suffering from influenza on his arrival, Director Tay Garnett was ordered to bed. Besides the producer, visitors from the Coast included Irvin S. Cobb, Mr. and Mrs. William Farnum, William Gargan, Lois Ranson, Neil Hamilton, Mary Anderson, Martha O'Driscoll, Wayne Morris, Albert Dekker, Barbara Pepper and Dave Werner.



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AN OUTSTANDIN

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Announcing THE OPENING • THIS MONDAY

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TO HELP YOU DETERMINE WHICH TYPE OF COMEDY FITS YOUR PERSONALITY

Perhaps you never realized it before, but laughter is a commodity that is bought and sold like shoes, refrigerators, food and automobiles.

Whenever you pick up a book advertised as amusing; whenever you buy a ticket for a comedy movie, you are stempling to buy laughter and you are paying for it with time or money or both.

BUT HOW OFTEN ARE YOU DISAPPOINTED! *How often have you said, "What a Waste of Time and Money!"*

The reason is simple. You are buying blindly, because you don't know your Humor Quotient. No two people laugh at the same things in equal degree. What is funny to you may be boring to your friends — and vice-versa.



Free! HUMOR ANALYSIS QUIZ
Simple! Amusing! Educational!

WE ACCEPT THE CHALLENGE
HOLLYWOOD CAN'T INTIMIDATE US....

WESTERN UNION

There you are, Mr. Roach. You have our answer. We will examine "Road Show" tonight... start the showdown tomorrow. We insist that the American public is entitled to know in advance what will tickle its funny bone and we repeat that we have discovered how to make this possible. Apparently, most people feel the same way, for they are flocking to our Humor Analysis Clinics to get themselves measured for pleasure.

HAL E ROACH, PRESIDENT
HAL ROACH STUDIOS INC CULVERCITY CALIF

THE BOARD OF DIRECTORS ACCEPTS YOUR CHALLENGE TO DEFEND OUR SCIENTIFIC STUDIES OF HUMOR BY APPLYING THEM TO YOUR COMEDY "ROAD SHOW." NO MATTER HOW HILARIOUS "ROAD SHOW" MAY BE WE ARE CONFIDENT OUR HUMOR-ANALYSIS QUIZ WILL REVEAL CERTAIN LIMITATIONS. WE SHALL IDENTIFY THOSE LIMITATIONS FOR YOU AND FOR THOSE WHOM WE HUMOR-ANALYZE"
AMERICAN INSTITUTE OF HUMOR ANALYSIS.

ARE YOU A LUDICRALUNE, A SOPHISTALUNE, *or something in between?*

UNLESS YOU KNOW YOUR H. Q. (HUMOR QUOTIENT) YOU ARE *Wasting* TIME AND MONEY...

Unbelievable as it may seem, these two persons, who are totally different in all other respects, have the same Humor Quotients. When Humor Analyzed, the Psychometer showed them both to be Procrustalune.



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Simple! Amusing! Educational!
No Physical Examination!
No Embarrassing Questions!

You will enjoy the Mauro Psychometer tests. They are being made as part of a nation-wide study of home-reactions and are absolutely Free, with no obligation on your part. Don't delay! Be among the first to get Measured for Pleasure."

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What are You?

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GET MEASURED for PLEASURE...SEE
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GAY WITH GIRLS! GOOFY W. H. GAGS!
The funniest, most fortune funniest, most fortune funniest, most fortune

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This is the Comedy...

HAL ROACH

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ROAD SHOW

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Adolphe MENJOU · *Carole* LANDIS · *John* HUBBARD

Charles Butterworth·Patsy Kelly·George E. Stone·Willie Best

From the novel by ERIC HATCH • Directed by Hal Roach • Hit tunes by Hoagy Carmichael featuring The Charioteers, Stars of "Hellzapoppin"



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UNITED ARTISTS



MPAIGN AT THE STANLEY SET PITTSBURGH ON ITS EAR!

Contact your United Artists Exchange for the complete selling supplement, telling you how to duplicate this high-powered exploitation!

Wobber Sees Business Up

Cites Defense Boom as Reason for Current Upturn

A rise in attendance at theatres is reported by Herman Wobber, 20th-Fox sales manager, as a result of the defense program. He mentioned such cities as Pittsburgh, Youngstown and San Diego as benefitting tremendously from the boom in industry as a result of armament activity. The three cities he mentioned were singled out because of particularly heavy defense orders but many other localities have benefitted as well.

Wobber said that the consent decree would put certain restrictions on operations but the improvement of business will help to cope with these changes. He would not say whether his sales force would be expanded or not, adding that the company's principal efforts at this time are being devoted to selling the current year's program.

The 20th-Fox sales head also said that he believed the public was shopping for pictures and that the better pictures were earning more revenue now than they ever could have before. Only the better pictures are benefitting from the general improvement at the box office, he added.

"U" Makes Gala Plans For "Back Street" Premiere

Miami, Fla. — Hollywood stars, Universal executives and 150 film critics from newspapers all over the United States will converge here Feb. 1 for a week of parties, parades and banquets in celebration of the world premiere of "Back Street," which will take place on Feb. 4 at the Lincoln Theatre. Deanna Durbin will be among the studio group to attend the premiere.

Referendum on Sunday Pics Looms in North Carolina

Charlotte, N. C. — Looming as likely here is a referendum on Sunday movies. The local delegation to the General Assembly is expected to ask the legislature to authorize it.

MORRIS JOSEPH RETIRES



Morris Joseph, manager of Universal's New Haven exchange has been retired after 28 years service with the company. He has been ill for several weeks. John Pavone, who was Universal's New Haven salesman, takes the post of branch manager, succeeding him. Joseph was one of the best known exchange men in the state of Connecticut. He has been awarded a pension for the rest of his life.



Mr. M. Goggin, president of the local Maple Leaf Fund chapter, sells Dr. Allan Roy Dafoe the first ticket to the premiere of Paramount's forthcoming production, "Virginia." This benefit performance will take place at the New York Paramount Theatre on January 28 and the entire proceeds will be donated towards the relief of evacuees of the bombed districts and members of the new Canadian Navy to whom boxes of warm clothing, blankets and supplies are being shipped daily from the headquarters of the Maple Leaf Fund, Inc. On the left is Margaret Bannerman, English actress.

Monogram Plans 6 Top Pics for '41-42

Budgets to Be Increased Also on Twenty Others

St. Louis—Plans for Mongram's 1941-42 program were made at a meeting of franchise holders held here at the Jefferson Hotel last week. Six top pictures, to cost far in excess of any production budgets in the past, will head the list. There will also be 20 pictures at a 25 per cent increase and 16 feature westerns.

Details were completed for launching of the Monogram Million Dollar Drive, which will start the middle of February and end the first week in April.

Steve Broidy, newly appointed sales manager, addressed the franchise members on sales operation under the consent decree. Then Carr discussed production plans, while John Manghan, chairman of the franchise holders committee, outlined the sales prizes and competition in connection with the drive. President W. Ray Johnston presided.

Scent Bank Night Skulduggery in Tenn.

Springfield, Tenn. — When ticket No. 6182 won the Bank Night at the Capitol here recently, it was found there were several thousand tickets so numbered. An investigation revealed that they had been substituted for regular tickets, with resubstitution attempted after the drawing. Scenting a ring operation, authorities have a warrant out for the winner of the $600 prize.

Jack Sanson Named

Manchester, Conn.—Jack Sanson, manager of the State Theatre here, has been named president of the local Chamber of Commerce.

Charles Brennan Dead

Charles J. Brennan, well known theatreman, died in Washington on Wednesday of this week.

Gala Ceremonies Open 'Dimes' Drive

Committee Hopes to Raise $300,000 Through Theatres

With Mayor LaGuardia and a dozen or more stage, radio and screen stars taking part, Times Square this week became "Dimes Square" when ceremonies were held by the Motion Picture Theatres Committee launching the March of Dimes drive for the Infantile Paralysis Foundation.

On a platform in "Dimes Square," near 46th St., Roxy Theatre and Music Hall show girls put on the "Dance of Dimes." Show girls from various musical comedy shows vied with debutantes in trying to collect dimes from the spectators.

Preceding the demonstration a parade was held with some 1,500 marchers. Included were 800 to 1,000 movie theatre ushers, boys and girls, from hundreds of movie houses throughout New York and New Jersey.

On Thursday approximately 1,100 theatres in the New York area started collecting dimes from moviegoers, through collection boxes and girls in the lobbies. The committee hopes to raise close to 3,000,00 dimes for Infantile Paralysis fight.

Amusement Tax Looms in Oklahoma

Oklahoma City — Administration tax measures scheduled to be introduced in the Oklahoma House of Representatives this week were a 5 per cent amusement tax and broadening of the cigarette tax to include cigars and tobacco.

Karp Drops Giveaways, Bingo, in Syracuse

Syracuse, N. Y.—With Jack Karp having dropped Bingo and giveaways at the Cameo, the move to eliminate games and giveaways in the neighborhoods here is gaining.

New Pact for N. M. Schenck

Five-Year Contract Awaits Only Stockholders' OK

Awaiting the approval of stockholders of Loew's, Inc., at a special meeting to be held Feb. 11, a personal service contract, extending for five years from Jan. 1, 1942, has been offered to Nicholas M. Schenck, president.

At present Schenck is under a written contract to render executive services to the company until Dec. 31, 1941. Up to March 1, 1942, he has the right to purchase an aggregate of 48,492 shares of the authorized unissued common stock at $40 per share, none of which has been purchased to date. Under the new contract, Schenck's salary of $2,500 a week will continue and, after certain deductions, two and a half per cent of the combined annual net profits of the company, its subsidiaries and ventures, will be paid him.

Restrictions against the sale by Schenck prior to March 1, 1947, without the consent of the company, of any stock which may be purchased under the option, at a price of less than $15 in excess of the price paid by him, are contained in the contract.

"Fantasia" in Boston

Boston—"Fantasia" will open at the Majestic Theatre here next week. A 30-week engagement is contemplated.

London Observations

By Jock MacGregor

And now for a spot of "Observing"—our "civvy street" hobby!!!The Blitz has hit the cinema badly both at the box-office and the foundations....Few Central London cinemas have escaped unscratched....The Leicester Square Theatre looks very sad, but we are told will re-open....The Odeon actually had its roof lifted, but is open again....The Empire closed for a day....Drury Lane Theatre provided yet another "military" objective....Censorship forbids mentioning all places....It was without regret that we observed the ruins of two legitimate theatres which were as out of date as their managements....Now they will have to modernize....Typical of the spirit of the people was the crowd I saw waiting to see "Foreign Correspondent," unperturbed by the fact that Jerry was overhead....THAT to me proves the theory that a good picture will always draw ....Most of the "big shots" of the industry are "reserved" but more and more are following their assistants into uniform....The publicists are favoring the RAF....UA's HILTON R. SCHLEMAN has returned to the Force in which he served before turning to films....London Films' JOHN B. MYERS is another skybird and FRANK SHAW, now with Warners after reforming West End theatre publicity at Moss Empires is awaiting his "Wings"....''ALFIE'' SHUTE is going for the Navy....Their boss, MAX MILDER still protects his friends with cigars like barrage balloons ....KEN GREEN of British Lion has also gone RAF and is loving the life which should stagger his buddy, BILL SAAL of Republic....Actor RALPH RICHARDSON is distinguishing himself in the Fleet Air Arm....RICHARD GREENE is an Army ranker....everybody has to prove his worth before becoming an officer....LAURENCE OLIVIER, they tell me, is returning to join up....Others might also forsake the Californian sunshine for the British blackout....They might remember the reception certain stars got after the last war and bear in mind that this time every cinemagoer is in the front line.

Selling the Picture

For Better Show Selling
***Showmanalyses* Have Appeared In STR on Following Pictures**

Arise My Love	Nov. 9
Bank Dick	Nov. 30
Brigham Young	Sept. 14
Escape	Nov. 2
Go West	Dec. 7
Her First Romance	Jan. 11
Hired Wife	Sept. 7
Kitty Foyle	Dec. 21
Land of Liberty	This Issue
Letter, The	Nov. 23
Melody Ranch	Nov. 16
Son of Monte Cristo	Dec. 28
Spring Parade	Oct. 5
Strike Up the Band	Sept. 21
Thief of Bagdad	Dec. 14
Third Finger, Left Hand	Oct. 26
This Thing Called Love	Jan. 4
Westerner	Sept. 28
You'll Find Out	Nov. 23

Bill Elliott Leaves Studio for P.A. Tour

"Wild" Bill Elliott, Columbia Pictures' western star, left Hollywood recently on a personal appearance tour which will take him to theatres in Tennessee, Kentucky, Arkansas and Oklahoma.

The new tour resulted from the unprecedented success of Elliott's first series of personal appearances in Texas cities during November and the early part of December. Not only did he break all theatre records wherever he played, but his fan mail increased twenty-fold.

Elliott's junket originally was scheduled for one week, but demands for bookings from exhibitors prompted C. A. Gibbs, Columbia's branch manager in Oklahoma City, and J. J. Rogers, branch manager in Memphis, to extend the trek to three weeks, which may still be augmented.

Included in Elliott's itinerary are appearances at the Strand Theatre, Memphis, Mgr. Ed Sapinsley; State Theatre, Jackson, Tenn., Mgr. J. R. MacEacheron; Malco Theatre, Fulton, Ky., Mgr. Harold Thomas; Strand Theatre, Jonesboro, Ark., Mgr. Will Mack; Paramount Theatre, Hot Springs, Ark., Mgr. Clyde Smith; Pulaski Theatre, Little Rock, Ark., Mgr. Ralph Noble; Saenger Theatre, Pine Bluff, Ark., Mgr. Paul Jones; New Theatre, Fort Smith, Ark., Mgr. Ollie Brownlee; Rialto Theatre, Chickasha, Okla., Mgr. Carl Barber; Plaza Theatre, Altus, Okla., Mgr. W. T. Spears; Ritz Theatre, Lawton, Okla., Mgr. L. L. Jones; Cherokee Theatre, Enid, Okla., Mgr. Geo. Limerick; Murray Theatre, Ponca City, Mgr. Bob Browning, and other Oklahoma theatres for which dates are being arranged.

Ever Hear of Wapakoneta?

With plenty of reference made to the town during the film, Wapakoneta, Ohio, achieves national recognition in "Third Finger, Left Hand." Ben Serkowich, publicity director for the Capitol, N. Y., took advantage of this fact when the film played there recently. Through the town's mayor he compiled a list of former residents of Wapakoneta now living in New York and invited them to attend the opening night of the picture as guests of the theatre. About twenty Wapakonetans were discovered here, and the story was good for plenty of publicity in local papers.

Adds Up to Something

He who adds profits uses ads regularly.

Pearlstein Uses Cap and Gown Ballyhoo to Plug "You'll Find Out"

Manny Pearlstein of the Warner division publicity headquarters used a cap and gown street ballyhoo and the distribution of five thousand diplomas for his campaign at the Hippodrome, Cleveland, on Kay Kyser's "You'll Find Out." Those holding lucky number diplomas were awarded guest tickets.

Six thousand "You'll Find Out" stickers were distributed on bundles by Cleveland laundry and cleaning establishments. Window displays included a full window at the Adam Hat Store with a blowup of Kay wearing the mortar board cap and mounted stills with pictures and theatre credit. Mounted stills were used with a display of music and records in the windows of the Highbee, Lyon & Healy and Wurlitzer stores.

Radio plugs were scored on the William Edwards Food Stores program over WHK with a giveaway of 125 passes, Kyser personality and news notes with picture and theatre credits on the Jack Parr program (sponsored by Fels Naphtha) over WGAR, and four spot announcements a day over the same station. Commentator Roger Brown of WHK also used Kyser material. Orchestrations and sheet music were plugged on several programs. The orchestrations also were planted with the Don Pablo band, playing at Monaco's, and Ted King at the Southern Tavern.

Cleveland college papers were covered in Pearlstein's extensive campaign.

Ricord's Attractive Pre-Christmas Display Promoted Without Cost

A costless but attractive pre-Christmas lobby display was promoted by Manager W. C. Ricord, Jr., of the Egyptian Theatre, Hollywood, Calif.

Set up as Santa's Workshop, the display contained $400 worth of toys as well as a lighted Christmas tree. The cooperating merchant, of course, received credit by means of card near the display.

Needless to say, the display helped maintain good pre-Christmas business for the Egyptian. And remember, it was costless.



Merchant's "Kit Carson" Display

In connection with the world premiere of Edward Small's United Artists release, "Kit Carson" at six theatres simultaneously in Denver, Colo., the display shown above was promoted for a local department store window.

LEND YOUR HELP!

Now that exhibitors have shown their willingness to perform a great public service by making it possible for "March of Dimes" contributions to be received at their theatres in the fight against infantile paralysis, there is still another way in which they can aid this worthy cause.

On Thursday, January 30, the President's birthday, President Roosevelt Birthday Balls will be held throughout the country. One is undoubtedly scheduled to take place in your own community. Start right now to do your bit in the raising of funds for research work by the Georgia Warm Springs Foundation by making it possible for all those who attend the Ball to use their tickets as admission to your theatre on the same day. Advertise this offer in the paper, in your lobby and on your screen.

Good will is a valuable asset for any theatre. Don't risk losing it by sitting idly by while an opportunity to aid in a worthy cause slips through your fingers.

Money Dates

FEBRUARY

17th

SUEZ CANAL OPENED, 1867. Not only does the Canal figure prominently in the days news nowadays, and accordingly in newsreels, but also in a current Warner picture entitled "South of Suez." You may be able to tie up the anniversary of the Canal's opening with the picture.

18th

PHONOGRAPH PATENTED BY EDISON, 1878. This is a good occasion to make a tieup with a distributor of phonographs to display one in your lobby. It can play exploitation records, or songs from your current picture. You might revive one of the Edison pictures about this time.

19th

OHIO ADMITTED TO THE UNION, 1803. This day may be observed in Ohio with fitting celebration in which theatres should participate. It might be a fitting occasion for theatres in the Buckeye State to play "Land of Liberty."

20th

BETTER SPEECH WEEK. Sponsored by the National Association for American Speech, 174 West 76th Street, New York City. This is a good time to have an elocution contest on the stage with the topic one of your forthcoming attractions. You might also ask students of the schools to select the actor whose diction they like best and write an essay about it, with prizes to the winner.

22nd

WASHINGTON'S BIRTHDAY. A legal holiday in all states. If you don't usually raise your prices on Saturdays, on this one you should anyway. Display flags and play patriotic subjects; for instance—"Land of Liberty."

Playing Solitaire—What's Yours?

"What is your favorite form of escape from boredom?" was the question asked readers of the *Boston Record* in Joe DiPesa's four day contest on "Escape."

Balaban Sees Need for More Emphasis On Selling the Industry As an Institution

By BARNEY BALABAN
President, Paramount Pictures

Paramount Head Suggests to AMPA That New Approach Is Needed Under Consent Decree

WHEN your President, Leon Bamberger, invited me to have lunch with you today and address you, I tried to dodge the invitation because I knew it would be a tough assignment to talk to a group of men who know most of the answers. Nevertheless, I did appreciate the compliment and looked forward to being with you. Since you play such an important part in the motion picture business, I believe that any occasion which can bring the executives closer to your group is good for all of us.



While the limitation of time makes it difficult for me to meet with many of you personally, my close association with all three branches of the industry—production, distribution, exhibition—is such that as part of my job I follow closely your advertising and exploitation campaigns and through these I am better acquainted with you than you realize.

Now that the government suit is behind us, the major task before us is the organization and planning necessary to meet the new problems that will be created by the decree.

In the early days, the only publicity men I knew were the barkers in front of our theatres in Chicago. Once the barker was removed, the profession of publicity and advertising developed rapidly, managing always to keep one step ahead in selling the institution of the motion picture to the public. In a short span of years, we have risen to be one of the largest industries in the United States in point of size, and undoubtedly the first in public interest.

As production technique steadily improved, exhibitors likewise kept pace by building theatres containing improvements and innovations never before enjoyed by the public.

Methods Adopted By Hotel Chain

Some of these were adopted by other industries. I remember Ralph Hitz, who, before his death, was considered the most progressive hotel operator in this country, sending a number of his assistants to study the operation of our theatres in Chicago because he considered many of our methods adaptable to the operation of his large chain of hotels.

The motion picture industry can take full credit for creating and developing the public's interest in air conditioning, which has become one of the leading new industries of this country. Air conditioning had never been considered until it was first used in our Central Park and Riviera Theatres in Chicago in 1917; and it was so successful that before long the comfort of air conditioning was recognized as a necessity and has become a common factor not only in theatres, but is now demanded by the public in all places of public assembly, such as hotels, restaurants, railroad and steamship terminals, and even in automobiles. As most of you know, prior to the use of air-conditioning, theatres in many localities were closed during the summer months. This development not only benefited others, but revolutionized the industry in that it enabled theatres to furnish year round comfort, which has done a great deal through the years to stabilize both the production and exhibition of motion pictures.

As the industry matured, you did a magnificent job of stimulating and maintaining the public's interest, and the rapid rise of the picture industry is due in no small measure to your ingenuity and resourcefulness. But with the changing times and the new order brought about by the consent decree, I feel that you will be called upon to shoulder even greater responsibilities. Now, as heretofore, how well you meet the situation will immeasurably influence the future of the industry. In the past, your emphasis has been on selling the product, but from now on, more emphasis should be placed on selling the industry as an institution. For several years the industry has taken severe punishment. Problems which we should have settled among ourselves were, unfortunately, aired generally in the legislatures and judicial chambers and thus brought before the public. Many unfavorable impressions were unnecessarily created. Some of the charges and countercharges were of such a nature that it is no surprise that a portion of the public looked upon us as conductors of a high class racket.

This loss of prestige and public confidence is a serious matter for an industry which is so dependent on the good opinion of the public it serves. Up to now the public has heard only one side of the story. With many exhibitors blaming block booking for every picture a patron did not care for and for every other criticism, a poison was spread that will take time and effort to eradicate.

Comparing our accomplishments and the number of good pictures in proportion to the total made, with the very small proportion of successful plays to those produced, and best sellers among books, we can honestly claim that this industry has had more hits and fewer errors than the others.

We have poked fun at ourselves and have permitted others to do so. It is all very well to have a sense of humor about our foibles, but we know that the making of pictures involves hard, painstaking labor and is not accomplished as the public too often imagines—with temperamental stars working when the spirit moves them, writers hired and then lost in the studio but continuing to draw salaries, producers in riding clothes surrounded by yes men, a dozen telephones and as many pretty stenographers.

If the public is to have a true conception of the industry, it is you who can give it to them. It is true that there have been a few incidents which have provided opportunities for misconception of the standards of our industry, but these have been the exceptions rather than the rule. We know that many stories were circulated by disgruntled persons who had been unable to make the grade in Hollywood and who capitalized on their failures by writing exaggerations and, for the most part, untruths about us. Unfortunately, the public is not concerned with their authenticity.

Speaking for Paramount's operations in Hollywood, I can honestly say that they are as efficiently and honestly managed as those of any successful and conservative business. The same is undoubtedly true of other studios.

We do know that there is a potential audience of from between 20 to 30 millions in the United States who are not now attending the movies. It is this group we must reach. And it is more important today than ever that we do so because of our increasing dependence upon domestic revenues. I doubt whether these people can be brought to the theatre merely by using bigger adjectives or by sensationalism, but you men must apply yourselves to finding means of arousing their interest.

In addition to being our super salesmen of good will, there is still another job right in our own back yard. That job is to bring about a harmonious relationship among the various branches of our business, particularly production, distribution and exhibition. I am of the opinion that there is no other department which can function more constructively in this field than yours. It should be obvious that none of these branches can survive without the others, and likewise the deficiencies of one affect the successes of the others. You can, therefore, be of great help in bringing the various branches to a full realization of this fact.

The producers should realize that the theatre operator has the responsibility of presenting to his local community the type of entertainment it is seeking. Likewise, the exhibitor must be made conscious of the innumerable and ofttimes unpredictable factors which enter into the production of motion pictures which are more costly today than ever before.

Although the term "loss of foreign markets" has become a hackneyed phrase, we should not let that interfere with our realization of the grave reality of the actual depletion of revenue from abroad and what it means to the studios. Producers are maintaining the high quality of product but they cannot continue to do so unless their budget needs are met. The amount that can be saved on the cost of pictures is negligible since the largest item—labor costs—which amounts to about 75 per cent, is fixed, and it would not help the industry in the long run to depress it. Therefore, the alternative is to increase the take at the box office so that there can be adequate liquidation of the film in order to bring in the dollars required by the producer for the continuous flow of product so necessary to the exhibitor.

Ad Men Can Aid Situation

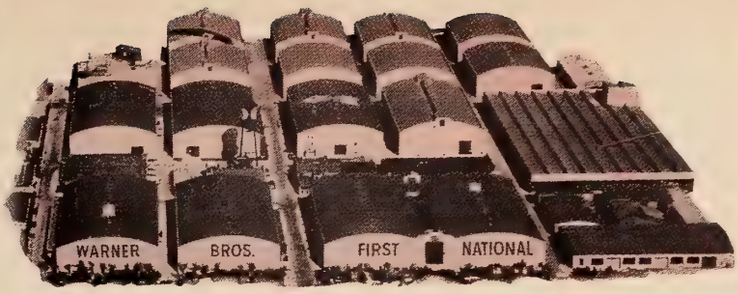
I believe that advertising, as now controlled from New York, will be somewhat decentralized. It may be necessary to properly synchronize your campaigns with the release dates. There are advantages to be gained from this—such as more freedom of thought on the part of local advertising representatives who are right on the scene, and if they are of proper calibre, can render real service.

In spite of everything the sales departments can do, there will, undoubtedly, be many squawks as the new method of selling becomes operative. There will be discontent and misunderstandings and you men can do a great deal towards minimizing this situation.

Although I was against changing the old method of selling I speak for Paramount when I tell you that our company will put forth every effort to make this new method work. We intend to tackle this job conclusively and without regard to the fact that there is such a thing as the Escape Clause in the consent decree.

Time does not permit a complete discussion of the many new situations that will arise in our business. I have merely attempted to sketch a few which have occurred to me. These are matters for your further study and development, and I, for one, am confident that the task lies in competent hands. The degree of your success is important to us all. And with our concerted effort I am sure that we can maintain the high standards of the industry and bring relaxation and entertainment to an ever increasing number of people in this war torn world.









Warners' Studio is Your

POWER house!











No other entertainment carries the brand of Power that Warners load into THIS kind of attraction!

SOON!

HIGH SIERRA



By the Author of 'Little Caesar'

Directed by **RAOUL WALSH**



with **Alan Curtis • Arthur Kennedy**
Joan Leslie • Henry Hull • Henry Travers

Screen Play by John Huston and W. R. Burnett • From a Novel by W. R. Burnett

starring **IDA LUPINO**
and **HUMPHREY BOGART**

As Marie, the taxi dancer and killer's companion—deep down just another woman whose hungry heart yearned for one man.

As 'Mad Dog' Earle, enemy of all that is decent and good, defiant of every law on earth—except the High Sierras!

Program Exchange

We Look Over Latest Programs as Romance Catches Up With Member

NOT even the weather will get our attention today. Except to remark that it has been cold these past few days, we must pass on from our amateur meteorological reports and start digging into the pile of programs that have been coming our way. We hardly know which one to begin with, so we'll simply close our orbs, reach in and pick out one, and here it is:

Well, well, well! It's from a new member—Manager Norton Shapiro of the Humboldt Theatre, Roxbury, Mass. In the letter accompanying some samples "of my most recent brain-children," Shapiro writes that he has been reading STR thoroughly for quite some time and states that "it will afford me great pleasure to use your publication as an exchange for program ideas."

We're glad you said that, Norton, for that's our purpose: to serve as an exchange for program ideas. We can't help but feel that only in this way can members and other readers derive information that will aid them in making their programs better seat-sellers. We always try to include material on this page every week that will be just what the majority of members happen to want, whether it be suggestions on makeup, program types, institutional copy or any of the other phases connected with programs.

Shapiro's program is a miniature affair—one of those you can easily tuck into your pocket or handbag. Even when opened up it measures only 4½ by 5½ inches. Advertising cuts of his principal attractions occupy the inside spread, while on the back he features, in most cases, coming attractions. Sometimes he uses the front page to announce an attraction, but more often than not this space is devoted to institutional copy. In one issue he emphasized the theatre's operating policy. In another he featured a "head" of Clark Gable, and in still another he addressed a New Year's message to his patrons, as follows:

"It gave us a great deal of pleasure to have you with us during 1940. We hope that you were pleased with our programs and we will do our utmost in the future to give you the finest there is in the entertainment world. Your suggestions will always be welcome. Your patronage is appreciated. We also wish to take this opportunity to wish you and yours a Happy and Prosperous New Year."

In our opinion, Shapiro would be doing a smart thing by reserving most of his front pages for personal messages to his patrons. We are certain that from the Program Exchange he can frequently get institutional copy that will suit his purpose admirably. That "personal touch" takes away any "coldness" a program might have as merely an announcement of attractions to play. It brings the manager closer to his patrons, makes them feel he has their interests at heart. You can't sell the public continuously through mere announcements—at least not in this business. You must be cordial and sincere in messages pointed directly at your patrons. They react to this like a cat does to milk, especially in an average-sized community.

We're glad to have heard from you, Norton, and we hope you'll be a frequent contributor to the Program Exchange.

Member Added This Week

Norton Shapiro, Humboldt Theatre, Norton, Mass.

INSTITUTIONAL COPY

(Editor's Note: The following copy was written for the programs of Warner Chicago Theatres by Charles H. Ryan. It can be easily adapted to your own situation. Further examples will appear on this page from time to time.)

Heart Talk

We, at the Highland, want this theatre to be a place where you, your family and your friends can always be sure of seeing a good show. We want you to feel that you can drop in any time and see a picture that marks the utmost in the art of the screen. Isn't it good to know that right here at home you have the best that the screen can supply? Go to the largest theatres in this city and you'll see the same pictures that we show you here at home.

Your patronage in the past has made us feel that our efforts have been appreciated. We take this opportunity to thank you for it, and to assure you that we shall continue to give you the best. We shall adopt the slogan, "The Best Is None Too Good."

Redeems Calendar Programs

Our thanks to M. H. Alger for the first 1941 issue of his Marius and Alger Theatre calendar. Maybe we told you this before, but anyway it's worthy of repetition: Alger makes sure his patrons retain their calendars by offering to redeem a calendar in lieu of admission for one on a certain date the following month. Alger has probably found by this time that what goes out always returns.

Liveliness in a tabloid program is an important thing if it is to retain reader interest week after week. Headlines can often become stereotyped. Let us give you an example of how freshness and liveliness are maintained in a good tabloid program. Here are the headlines that appeared on the front page of last week's Cinemag, published for the Capitol and Majestic Theatres, Paragould, Arkansas:

"Film Critics Vote 'Grapes of Wrath' Best"—"Epic of 'Mounted' a Triumph for DeMille and Stars"—"Edward G. Robinson Voted Best on Articulation"—"Shirley Temple to Join Judge Hardy Series"—"Benny-Allen Fracas Makes Grand Film Fun."

Of these heads, two are concerned with forthcoming attractions, while the other three pertain to events in the industry that are of interest to the public. By featuring these timely stories, Orris F. Collins knows how to keep his program alive and vital. We wonder how many other members did the same thing. If you have a tabloid program, keep your eyes and ears open for developments in the movie industry that directly concern your patrons.

Let's take a trip now up to Toronto, Canada. To advertise a recent showing of "The Westerner," Manager A. Easson of the Oakwood Theatre distributed 5,000 blotters to all schools, banks, stores, business offices, etc., in his district. Easson also got out an attractive Christmas herald (color scheme: red and green) which he distributed throughout the neighborhood. Besides his Christmas attractions, which included such hits as "Spring Parade," "North West Mounted Police" and "Strike Up the Band," the herald also featured Christmas Gift Books (handy booklets and individual tickets . . . all in gift envelopes) and "Thriftickets" (11 admissions for $1.00).

We want to thank Charley Ryan for the collection of programs sent us on behalf of a number of Warner theatres in Chicago. We wish we had room to go into detail about these fine programs; we wish we could describe the artistic front covers and reproduce some of the pertinent institutional copy. Well, anyway, since many of them are concerned with Christmas and the New Year, we're going to file them away and refer to them again in this column next year in advance of the holiday season so that exhibitors will have an opportunity to repeat some of the valuable ideas.

Jim Owen a Bridegroom

Believe it or not, Jim Owen has gone and done it. After eluding romance for these many years, it finally caught up with the Branson (Mo.) fishermanager. Some time this month Jim will throw off the cloak of bachelorhood and be joined in bonds of matrimony with Miss Lois Barbara Lewis. Speaking of the engagement, a newspaper account reveals that Jim is "undoubtedly the most widely-known public official the resort town has ever produced, chiefly because of his being a sportsman. His business interests are varied, ranging from the operation of a boatline to a movie house. He is a graduate of Missouri University, where he was a member of Alpha Gamma Sigma."

All Program Exchange members will surely join with us in congratulating Jim. Since the bride-to-be is an ardent sportswoman and expert angler, Jim can leave the fishing to her while he manages the theatre. His only job will be to teach her how to manage the theatre while he goes angling himself.

Regarding personal contact with your patrons, Jim has this to say: "Nothing makes friends any better than nice things you can say, and I have found that about once a year or anytime during the season when something happens that deserves mentioning, I can make a staunch friend for the Owen Theatre by doing this." (We referred to Jim's "nice words" on this page last week.)

We'd like to take up his invitation to go fishing with him, but since we're not an angler, we're afraid we'd scare the fish away. Anyhow, don't be surprised, Jim, if one of these summers you see us pull into Branson. Sounds like a swell vacation spot.

Before we start thinking about vacations we'd better stop. See you next week.

Sends Christmas Greetings

Jane Frazee happens to be a native of Duluth, Minn. So when "Melody and Moonlight," in which she appears, played at the Granada Theatre there during the Christmas holidays, Manager Roy Prytz sent out "Holiday Greetings from Duluth's Own Jane Frazee, Star of 'Melody and Moonlight,' etc.," to the theatre's entire mailing list. Naturally the stunt made a strong impression, the attractive Christmas cards attracting above the average number of patrons to the box office.

Dream and You'll Drift

Drifting and dreaming sounds like Paradise, but as long as you dream you'll just drift.

--Your Application Blank--
Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW

1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....

Theatre .....

City .....

State .....



"THEATRE owners everywhere, regardless of affiliation, who stand for Americanism and are proud of their country, should wholeheartedly promote the showing of 'Land of Liberty', which is being distributed by Metro-Goldwyn-Mayer, who are handling the distribution without profit," urged Ed Kuykendall, MPTOA president, in a special bulletin issued this week.

"It will promote goodwill for your theatre through the outstanding civic leaders of your community," he continues. "It must be treated as a *big attraction*, exploited from every angle, in which you will be aided and assisted by patriotic organizations everywhere. It must not be passed by as just another picture. You can make it a profitable attraction at your theatre. This was so in the many test runs it has already played."

There is little we can add to what the MPTOA president has already said, except to point out a number of ways in which you can exploit the film. First of all, the first $50,000 derived from the release of the feature will go to the aid of British air raid victims, according to the Motion Picture Producers and Distributors of America. As a result of this announcement, British relief organizations throughout the United States are making plans to assist in ticket sales and special local premieres of this film cavalcade of American adventure.

Following are several suggestions which should aid you in setting up your exploitation activities on "Land of Liberty":

CIVIC PROMOTION

• Your Mayor will most certainly issue a proclamation, so contact him now. This can be reproduced in the newspaper, in your lobby and on school bulletin boards. Invite the Mayor and other city officials to a private screening or to the opening night of the performance. Arrangements might be made to have a photograph made of him inspecting a print of the film in your projection booth. A photo might also be made of him meeting a train or airplane, and receiving a print.

• Special screenings aren't often advised, but in this case one is especially appropriate. We suggested inviting the Mayor and city officials. To that list can be added educators, prominent members of fraternal, political and patriotic clubs. Get their endorsements and use them in your lobby displays, newspaper ads, programs.

• Don't hesitate to seek cooperation from the local Chamber of Commerce. Whether or not you yourself are a member of the organization, it still remains a fact that it can assist in putting over your engagement by helping you line up merchants for tieups on city-wide stunts, by furnishing live mailing lists for special letters you may wish to send out, by giving you convention information, etc.

• Libraries should be more than willing to aid you. Get the head librarian's permission to insert announcements in all outgoing books; to place a special display near the library entrance.

• Go after the Civil War, Spanish-American War and World War veterans' organizations. They can post your announcements on their bulletin boards, and their bands can be used in special opening day ceremonies.

EDUCATIONAL TIEUPS

• "Land of Liberty" is ideal—more so than any other picture produced in a long time—for educational cooperation. Don't hesitate to go after superintendents, principals and other officials. Among the angles that might be worked out are (1) drawing contest among art students, based on any of the spectacular scenes in the picture; (2) distribution of bookmarks in the school and the placing of special jackets with your attraction copy on students' books; (3) a poster-designing contest, with prize-winning posters to be displayed in prominent windows around town; (4) special group rates to students, tickets to be sold by teachers in advance of your showing; (5) an essay contest in keeping with the film's patriotic theme; (6) promoting publicity stories in the school paper; (7) awarding tickets in competitive drills of R.O.T.C. students or those of other school military organizations; (8) school paper to sponsor amateur reviewer contest among embryonic "critics"; (9) awarding of tickets to students who score highest in American history examination; (10) an historical authority could lecture before student assemblies; (11) oratorical debate on a subject suggested by the attraction; (12) dramatic classes might stage patriotic prologue to precede the showing of the picture.

An STB Showmanalysis

(REG. U. S. PAT. OFF.)

Edited by Cecil B. DeMille. Assisted by Herbert L. Moulton, Francis Stuart Harmon, Arthur H. DeBra, William H. Pine. Historical Consultant, James T. Shotwell. Narration written by Jeanie MacPherson and Jesse Lasky, Jr.



There are many fine ad layouts on "Land of Liberty," but the above is an excellent example of how the stars, thrills and spectacle are emphasized in the selling of this "exciting drama of America."

NEWSPAPER STUNTS

• The editor should surely find enough inspiration in "Land of Liberty" for editorials.

• Try to get the newspaper to sponsor a contest for old newspapers featuring headlines of famous historical events. Local events might be tied in by offering prizes for old photographs of historic meaning.

• Photographs of the stars appearing in the film might be reproduced in the newspapers, with readers being required to name the character each played. Or, if you have photographs of the stars "in character," get readers to identify them.

• Try to promote a special section, with merchants in on the deal, tieing up the "cavalcade of America" with the "cavalcade of your local community." There is plenty of publicity material in the press book to aid on this, and if you use the theme that "Just as the American Republic has grown, so has Blankville grown," it should be highly successful. Industries should be eager to get in on this, too.

STREET BALLYHOO

• Perhaps the most outstanding street stunt you can arrange would be a giant patriotic parade employing bands, flares, patriotic floats, various organizations, etc.

• Get a man and attire him in an Uncle Sam uniform, the legs to be long enough to cover the stilts which make him appear extremely tall. He carries a sign plugging your attraction.

• Other street stunts might include (1) an old, bannered street car; (2) sound truck playing patriotic airs with frequent plugs for the picture; (3) box offices placed at various street corners through which tickets are sold in advance; (4) bumper cards on autos and taxicabs; (5) girl on prominent corner arranging pieces of jigsaw puzzle to form one of the posters.

PATRIOTIC FRONT

• Your marquee, front and lobby should be decorated primarily with American flags. Stars and shields should provide the background for stills. List the film's thrills and spectacular moments on a "see-board." Play up the famous screen luminaries your audiences will see. Through a loudspeaker system, the national anthem and other patriotic airs might be played.

MISCELLANEOUS SUGGESTIONS

• Tie up with radio programs having a patriotic theme.

• If you have an organist, have him feature patriotic airs at least a week before the picture opens.

• Pick up the critics' reviews from the press book and use them for a lobby or window display.

• Offer guest tickets to those who can spell their names using only the letters from the title, and using each letter only once. Some means of identification should be required.

• Get stores to plug patriotic fashions; that is, women's wear in which red, white and blue are featured.

SUMMING UP

The foregoing selling angles on "Land of Liberty" can easily be augmented with your own ideas and those of your staff. Limited space has made it necessary for us to give only the basic outline of a stunt, but wise theatremen will know how to "follow through." Make your showing of "Land of Liberty" one of the biggest events in your theatre's history.

From A-Boards to Zoo

You'll Find a Range of 10,001 Separate, Distinct, Sure-Fire Show-Selling Ideas in

ENCYCLOPEDIA of EXPLOITATION

436 Pages — Plus Barnum's Lexicon

(Boy, will that Lexicon come in handy when you're looking for just the right word to give your advertising Oomph!)

Now at a Bargain Price of

$1.95

•

De Luxe Edition

$3.50

•

Postpaid

HERE'S HOW TO GET YOUR EXPLOITATION AIDE

"Chick" Lewis
Showmen's Trade Review
1501 Broadway, New York City

Dear "Chick":

Enclosed is $1.95 for my copy of the Popular Priced Edition . . . $3.50 for my copy of the De Luxe Edition . . . (please check edition desired) of ENCYCLOPEDIA OF EXPLOITATION to be sent, postpaid return mail, to:

Name.....

Theatre.....

Address (St. & No.).....

City..... State.....

MGM Names Winners In $10,000 Competition

One of the most successful exploitation contests ever conducted in the motion picture industry came to a close this week with the announcement by Howard Dietz, executive in charge of promotion, of the winners in Metro-Goldwyn-Mayer's $10,000 independent exhibitors prize contest.

First prize winners—each of whom will receive $2,500—are Roy E. Hanson, Jefferson Theatre, Goshen, Indiana, and Percy Friedman, Yeadon Theatre, Yeadon, Pa.

Approximately two thousand campaign books from every corner of the United States and Canada were received in the contest. These are the most generous prize awards ever given by MGM in a contest and probably the greatest amount of prize money ever given by any company in the industry for a contest.

This week seventy-five prize checks went out to branch managers of MGM exchanges in every section of the country and to the branch office in Canada. Each manager will contact the winning exhibitors in his territory and together with the MGM exploitation representative make arrangements for presentation of the checks.

Because of the excellence of the campaigns the judges were forced to deliberate for more than a week before making their decisions. The final selections were:

In the first-run theatre classification:

First prize, $2,500—Roy E. Hanson, Jefferson Theatre, Goshen, Indiana, whose prize campaign was on "Joe and Ethel Turp Call On The President."

Second prize, $750—Rex Williams, Elco Theatre, Elkhart, Indiana, who submitted a campaign on "Judge Hardy And Son."

Third prize, $500—George Limerick, Aztec Theatre, Enid, Oklahoma, who submitted a campaign on "Another Thin Man."

Five others were chosen for special $100 awards. They are: Tom E. Roberts, Colonial Theatre, Elmira, N. Y., "Wizard of Oz"; Emery M. Austin, Orpheum Theatre, Tulsa, Okla., "Boom Town"; Leo T. Jones, Star Theatre, Upper Sandusky, Ohio, "Wizard of Oz"; Jerome Engel, Family Theatre, Glen Lyon, Pa., "The Secret of Dr. Kildare"; and Matt H. Whitham, Tift Theatre, Tifton, Ga., "Young Tom Edison."

Although the one hundred dollar awards were not announced at the start of the contest the judges regarded the campaigns sent in by the five special winners to be of such high calibre it was decided to add these supplementary awards.

The contest was divided into two classifications. One set of prizes for first-run theatres and another similar list of awards for subsequent-run theatres. The final winners in this latter division are:

First prize, $2,500—Percy Friedman, Yeadon Theatre, Yeadon, Pa., who submitted a campaign on "The Women."

Second prize, $750—Morrie Parfrey, Voge Theatre, East Chicago, Ind., who submitted a campaign on "Northwest Passage."

Third prize, $500—Jack Albertson, Indiana Theatre, Indiana Harbor, Ind., who submitted a campaign on "Young Tom Edison."

Winners of the five special $100 awards among the subsequent runs are: L. A. Wallis, New Isis Theatre, Fort Worth, Texas, "Babes In Arms"; Sid Holland, Sheepshead Theatre, Brooklyn, N. Y., "Boom Town"; Robert P. Beamer, Pulaski Theatre, Pulaski, Va., "The Women"; Jack Harris, Mayfair Theatre, Philadelphia, Pa., "Fast and Furious"; and Chick Tompkins, Hoosier Theatre, Whiting, Ind., "Waterloo Bridge."

The following exhibitors, not listed on the basis of merit or in alphabetical order, will each receive $25. Their entries also represented outstanding exploitation campaigns on a wide variety of MGM productions. They are:

William Freise, Rivoli, La Crosse, Wisc.; John G. Osborne, Court, Wheeling, W. Va.; Robert S. Taylor, Harris DuBois, DuBois, Pa.; Miss F. E. Rose, Criterion, Bridgeton, N. J.; W. J. Collins, Ritz, Toccoa, Ga.; Robert G. Stouch, Maryland, Cumberland, Md.; Marvin Merrill, Howard, Monon, Ind.; Bernard Palmer, Lory, Highland, Ill.; Richard Williamson, Cliftona, Circleville, Ohio; Frank V. King, Midland, Newark, Ohio; Max Matz, Colonial, Bluefield, W. Va.; Richard Schacht, Badger, Merrill, Wisc.;

Frank W. Miller, Metropolitan, Morgantown, W. Va.; B. C. Bordonaro, Palace, Olean, N. Y.; William M. Tallman, Ceramic, East Liverpool, O.; W. H. Giles, Maska, St. Hyacinthe, Quebec, Can.; Richard Watson, Regent, Battle Creek, Mich.; Paul T. Stonum, Uptown, Carrollton, Mo.; G. R. Layton, Palace; Childress, Tex.; M. Christiansen, Michigan, Muskegon, Mich.; H. J. Arnold, Indiana, Terre Haute, Ind.; H. W. McCracken, Karyl, Milan, Mo.; Alvin Sloan, Court Square, Newton, N. J.; E. L. Carter, Playhouse, Statesville, N. C.; C. E. Kenner, Albany, Albany, Ga.; Frank E. Lucido, Enean, Pittsburgh, Calif.; Elaine Furlong, Star, Heppner, Ga.;

Eddie Clark, Massac, Metropolis, Ill.; Larry Cowen, Grand, Albany, N. Y.; Frank R. Mutz, Dixie, Yazoo City, Miss.; Edward Benjii, Capitol, Madison, Wisc.; Sam Hammond, Carolina, Kinston, N. C.; Emory Scott, Dickinson, Lawrence, Kans.; Harry Brown, Vogue, Chicago, Ill.; Steve Rodnok, Jr., Oaks, Oakmont, Pa.; Oscar Brotman, Avaloe, Chicago, Ill.; E. J. Jackson, Lee, Bluefield, Va.; P. K. Mulheirn, Liberty, Mercer, Pa.; John Naughton, Vic, Chicago, Ill.; John W. Matty, Ritz, Huron, Ohio; Wade Pearson, State, Falls Church, Va..; Ted Morris, West End, Chicago, Ill.; Isadore Schwartz, Segall's Apollo, Philadelphia, Pa.; Joseph B. Koppel, New Ritz, Berwyn, Ill.; Dave Jones, Senate, Springfield, Ill.; M. E. Lofgren, Nebraska, Lincoln, Neb.;

J. N. Fendley, Strand, Uniontown, Ala.; Robert Busch, Midwest, Oklahoma City, Okla.; Edward Bertrand, Buckingham, Chicago, Ill.; Harry C. Lahr, Whittier, Whittier, Calif.; Al Kopulos, Appleton, Appleton, Wisc.; Roy Zermain, Mode, Chicago, Ill.; John E. Manuel, Strand, Delaware, O.; Bert Stern, Criterion, Oklahoma City, Okla.; David Murphy, State, Altoona, Pa.; James C. Platt, Vernon, Mt. Vernon, O.; Lou S. Hart, Schine's Glove, Gloversville, N. Y.; M. W. Korach, Tri-Theatres, Alliance, O.; Paul Klingler, Rialto, Lewiston, Pa.







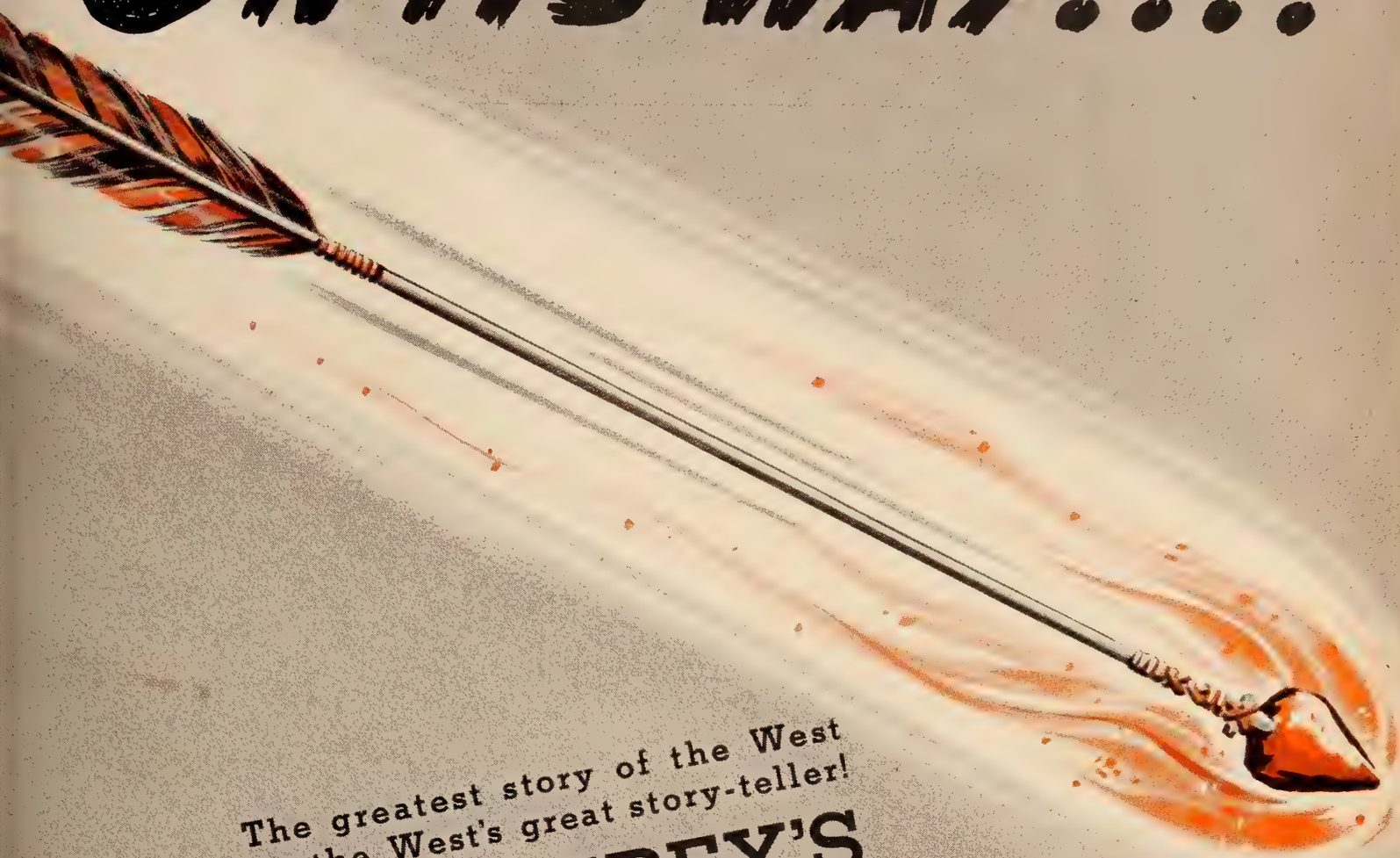

Winners of MGM Contest

Above are the winners in the MGM $10,000 exploitation contest. Top row, left to right are Roy E. Hanson and Percy Friedman, the first prize winners. Second row, Morrie Parfrey and Jack Albertson, third row, Rex Williams and George Limerick.

Inboard Motor Boat on Streets

Tieing in with the weather, Johnny Jones of the Criterion Theatre, Oklahoma City, and W. C. (Lew) Lewellen, Standard Theatres' exploiteer, launched an inboard motorboat on the streets of Oklahoma City during the run of "No Time for Comedy." The boat was occupied by two men in "sou'wester" suits with coats lettered on the back and a lettered umbrella overhead. Banners on each side of the boat bore this copy: "Unusual weather, ain't it? But for cloudbursts of laughs see 'No Time for Comedy,' Criterion, Now." Boat was towed on its trailer by an automobile and caused pre-Christmas shoppers to stop and look during almost a whole week of rain.

ON ITS WAY!...



The greatest story of the West
by the West's great story-teller!

ZANE GREY'S

WESTERN UNION

IN TECHNICOLOR!

with ROBERT YOUNG · RANDOLPH SCOTT · DEAN JAGGER · VIRGINIA GILMORE · and John Carradine · Slim Summerville · Chill Wills · Barton MacLane

Directed by Fritz Lang

Associate Producer Harry Joe Brown

Screen Play by Robert Carson

20th CENTURY FOX

The Box Office Slant

The Case of the Black Parrot

Warner Brothers **Mystery** **60 mins.**

(Prod. No. 572—Nat'l Release, Jan. 11)

AUDIENCE SLANT: (FAMILY) MILDLY PLEASING MYSTERY WHICH LACKS SUSPENSE.
BOX OFFICE SLANT: PROVOCATIVE TEASER CAMPAIGNING SHOULD DRAW THE MYSTERY FANS AWAY FROM THEIR CRIME NOVELS LONG ENOUGH TO SEE THIS.

Cast: William Lundigan, Maris Wrixon, Eddie Foy, Jr., Paul Cavanagh, Luli Deste, Charles D. Waldron, Joseph Crehan, Emory Parnell, Phyllis Barry, Cyril Thornton, Leyland Hodgson, Ernie Stanton, Cliff Saum. **Credits:** Associate Producer, William Jacobs. Directed by Noel M. Smith. Screenplay by Robert E. Kent. From the play by Eleanor Robeson Belmont and Harriet Ford and the novel by Burton E. Stevenson. Director of photography, Ted McCord. Art director, Esdras Hartley. Film editor, Thomas Pratt.

Plot: With his pal Foy, Lundigan, a newspaper reporter, sets out to track down an international criminal known as the Black Parrot. When he learns that the uncle of the girl (Maris Wrixon) he loves has been killed because the Parrot was after a valuable cabinet the uncle owned, Lundigan intensifies his search for the killer, although he has only one clue to aid him. By a clever ruse he manages to capture the criminal.

Comment: There is little to distinguish this from the usual run of mysteries. There's the hero-reporter, the heroine, the suspicious butler, the comic detective, at least two murders and all the other props necessary for this type of film. Suspense is lacking, however, for the murderer is as obvious as the moustache on his face. In fact, the suspects are narrowed down to one shortly after the story gets under way, so that even the most amateurish crime sleuth should spot him without any difficulty. William Lundigan does as well as could be expected in the leading role, while Maris Wrixon, lovely as she is, has little to do. This young lady should eventually be rewarded with better roles. Plan a teaser campaign employing a parrot stencil for sidewalks leading to your theatre, ads asking "Who will be the Black Parrot's next victim?", cards offering a reward for the Black Parrot, etc.

Catchline: "Meet moviedom's most mystifying murderer."

Cheers For Miss Bishop

(Hollywood Preview)

United Artists **Drama** **100 mins.**

(Nat'l Release Not Set)

AUDIENCE SLANT: (FAMILY) OLDER PEOPLE WILL ENJOY MEMORIES AND YOUNGER ONES WILL BE ENTHRALLED BY THE STORY. A CLASS PICTURE WITH MASS APPEAL.
BOX OFFICE SLANT: A STRONG SELLING CAMPAIGN CAN MAKE THIS A BIG ATTRACTION.

Cast: Martha Scott, William Gargan, Edmund Gwenn, Sterling Holloway, Sidney Blackmer, Mary Anderson, Dorothy Peterson, Marsha Hunt, Donald Douglas, Ralph Bowman, Lois Ranson, Rosemary DeCamp, John Arledge, William Farnum, John Hamilton, Pierre Watkin, Jack Mulhall, others. **Credits:** Directed by Tay Garnett. Produced by Richard Rowland. Screenplay by Adelaide Heilbron and Sheridan Gibney from Stephen Vincent Benet's adaptation of Bess Streeter Aldrich's novel, "Miss Bishop." Director of photography, Hal Mohr. Film editor, William Claxton. Art director, John DeCasse Schulze.

Plot: Martha Scott, member of the first class to enroll in Midwestern University, puts off her suitor, William Gargan, with the announcement she intends to teach awhile after graduation. Edmund Gwenn, the college's founder, offers her the class in freshman English, where she proves a decided success. Martha falls in love with Donald Douglas, young attorney; but Mary Anderson, her flirtatious younger sister, maneuvers Douglas into a situation where he must marry her instead. Douglas deserts her, and Mary dies in childbirth. Martha and her mother raise the child, with Gargan still a disappointed suitor. Years later, with Gargan still waiting, Pierre Watkin, tells Martha she is to be retired. Martha plans to avoid the annual alumni dinner, but Marsha Hunt, Mary's daughter, returns to go with her own daughter, Lois Ranson. It proves to be a tribute to the character building life Martha has lived. Afterwards, she starts to accept Gargan, but he has become so used to waiting he leaves it that way.

Comment: Fine acting by Martha Scott, meticulous attention to details so that the changes over two generations in a midwestern state are shown as an interesting background to the story's leisurely action and excellent makeup for those principals who carry through the whole story are the outstanding features of this production. It is a picture which should be pushed hard to bring in those less frequent picture audience members who insist that there is not enough thought behind most films. The parade of succeeding fashions through the years can not only boost attendance, but can be tied in with a campaign to secure unusual advance publicity in the schools. Mary Anderson's acting as the selfish younger sister, while a short role, stands out sharply. With a theme which will need to be sold, the production is such that it earns the praises of those who are attracted by a selling campaign.

Catchline: "A woman—a great educator and her loves."

Legion of Decency Ratings

(For Week Ending Jan. 18)

SUITABLE FOR GENERAL PATRONAGE

Doomed Caravan
Her First Romance
The Lone Rider Rides On
Texas Rangers Ride Again
Billy the Kid's Range War
Outlaws of Panhandle
Trail of the Silver Spurs
Where Did You Get That Girl

SUITABLE FOR ADULTS ONLY

Convoy
Virginia
The Round-up
Wild Man of Borneo
Tall, Dark, and Handsome

OBJECTIONABLE IN PART

Mr. and Mrs. Smith

Patents and Trade Marks
Patent and profit by your inventions. Protect your most valuable assets. Expert personal service.
LESTER L. SARGENT
Registered Patent Attorney
1115 K St. N.W. Washington, D. C.

Virginia

(Technicolor)
(Hollywood Preview)

Paramount **Drama** **108 mins.**

(Prod. No. 4019, Nat'l Release, Feb. 21)

AUDIENCE SLANT: (FAMILY) A PERFECT ENTERTAINMENT FOR ANY SITUATION.
BOX OFFICE SLANT: SHOULD REAP A BIG HARVEST AT THE TICKET WINDOWS.

Cast: Madeleine Carroll, Fred MacMurray, Stirling Hayden, Helen Broderick, Marie Wilson, Carolyn Lee, Paul Hurst, Tom Rutherford, Leigh Whipper, Louise Beavers, Darby Jones. **Credits:** Produced and directed by Edward H. Griffith. Screenplay by Virginia Van Upp. Based on a story by Edward H. Griffith and Virginia Van Upp. Directors of photography, Bert Glennon and William V. Skall. Edited by Eda Warren. Art direction by Hans Dreier and Ernst Fegte.

Plot: Madeleine Carroll, an actress of Virginia parentage, who has suffered financial reverses, returns to sell the old homestead. She meets her old childhood playmate, Fred MacMurray and falls in love with him. Any thought of marriage between them is impossible because MacMurray has a wife, who is away. Realizing the obligations she owes to the men and women whose livelihood depend on her maintenance of the plantation, she decides to marry rich Stirling Hayden, a northerner, instead of selling. On the day of her marriage, she learns that MacMurray's wife had died and when she tells Hayden that she still loves MacMurray, he steps aside.

Comment: This is undoubtedly one of the best pictures turned out by Paramount recently and one that should reap a big harvest at the boxoffice. It has everything for mass appeal: excellent story, trouping, scripting, direction and production in addition to the finest Technicolor photography ever seen. Here's picture-making craftsmanship at its best and the result is a delight to behold. It is crammed full of showmanship from every angle and if properly sold, will develop into one of the top money makers of the year. Madeleine Carroll and Fred MacMurray, in the top roles, rate superlatives for their fine work, closely followed by little Carolyn Lee and Stirling Hayden, a newcomer who shows marked promise. Producer-director Edward H. Griffith has turned out a fine production. He also collaborated with Virginia Van Upp on the sparkling screenplay. Put plenty of color in your lobby and out front. Stage a "Virginia" premiere with special invitations going to prominent citizens who were born in that state. The D.A.R. Chapter in your community will be pleased to cooperate.

Catchline: "A love that taught her the true value of living."

Six Lessons From Madame La Zonga

(Hollywood Preview)

Universal **Comedy** **60 mins.**

(Prod. No. Not Set, Nat'l Release, Jan. 17)

AUDIENCE SLANT: (FAMILY) OKAY FOR THOSE LOOKING FOR LIGHT ENTERTAINMENT.
BOX OFFICE SLANT: OKAY FOR THE COMEDY SPOT ON DUALS.

Cast: Lupe Velez, Leon Errol, William Frawley, Helen Parrish, Charles Lang, Shemp Howard, Eddie Quillan, Guinn "Big Boy" Williams, Danny Beck, Frank Mitchell, Jimmy Wakely, Johnny Bond, Dick

For Additional Exploitation Ideas on These Pictures, Consult the Encyclopedia of Exploitation—See Page 14

Reinhardt, Wade Boteler, Eddie Acuff. **Credits:** Directed by John Rawlins. Original story by Larry Rhine and Ben Chapman. Screenplay by Stanley Crae Rubin, Marion Orth, Larry Rhine and Ben Chapman. Photographed by John W. Boyle. Art direction by Jack Otterson. Musical director, Charles Previn. Film editor, Edward Curtiss. Associate Producer, Joseph G. Sanford.

Plot: Helen Parrish, a songstress, and her father, Leon Errol, a congenital confidence man whom she has never been able to reform, are on their way to Havana. On the boat she meets Charles Lang and his musical "combo," headed for the same place to pick up the tempo of the rhumba. Helen tells him that Lupe Velez (Madame La Zonga) will help him get started, but when they arrive, her place is locked and barred for the lack of money. Meanwhile, Errol has been working on William Frawley, another "con" man, and he finally sells him some stock in a mythical tobacco plantation. With the cash, they reopen La Zonga's, and everybody, including Frawley, gets worked into a motley partnership.

Comment: This is another of Universal's song title pictures, and although the story is weak, a good cast does the best it can. The film is loaded with hokum, slapstick and some very old gags, but it should please patrons looking for light entertainment . . . providing they are not too fussy about their screenfare. The teaming of Lupe Velez and Leon Errol proves to be a happy selection, and they do wonderful work with the trite situations, garnering laughs in every one of the sixty minutes they are on the screen. Others in the cast who help in the fun are Helen Parrish, William Frawley, Charles Lang and Shemp Howard. John Rawlins' direction succeeds in getting all the laughs possible from the hoky script. Best running spot would be on duals with a dramatic companion feature. Recordings of the title song could be used on a sound truck and in your lobby. Contact dancing schools and arrange a rhumba contest. Run a series of six teaser ads, listing them as lessons one to six.

Catchline: "You'll learn the rhumba the hard way from Madame."

Mr. and Mrs. Smith

RKO-Radio **Comedy** **95 mins.**

(Prod. No. 117—Nat'l Release, Jan. 31)

AUDIENCE SLANT: (ADULT) A SHEER DELIGHT FOR ANY AUDIENCE. YOUR PATRONS SHOULD THOROUGHLY ENJOY EVERY MINUTE OF THE FILM'S NINETY-FIVE.

BOX OFFICE SLANT: APPROPRIATELY EXPLOITED, IT SHOULD OPEN TO BETTER-THAN-AVERAGE BUSINESS, WHICH SHOULD INCREASE EVEN MORE AS WORD-OF-MOUTH COMMENT GETS AROUND.

Cast: Carole Lombard, Robert Montgomery, Gene Raymond, Jack Carson, Lucille Watson, Philip Merivale, William Tracy, Charles Halton, Esther Dale, Emma Dunn, William Edmunds, Betty Compson, Adele Pearce, Patricia Faar. **Credits:** Executive Producer, Harry E. Edington. Directed by Alfred Hitchcock. Original story and screenplay by Norman Krasna. Director of photography, Harry Stradling. Special effects, Vernon L. Walker. Art direction, Van Nest Polglase. Musical direction, Edward Ward. Film editor, William Hamilton.

Plot: Ordinarily, Mr. and Mrs. Smith (Robert Montgomery and Carole Lombard) have their marital spats and follow a rule that they must remain locked in their bedroom until a quarrel has been patched up. But when, unknown to each other, both learn that because of a technicality they are not legally married, Carole breaks off with Montgomery because he makes no move toward proposing a second wedding. He makes several attempts for a reconciliation after Carole has thrown him out, but to no avail. In the meantime, she goes out with his law partner, Gene Raymond, who fancies himself in love with her. Together, the two go to Lake Placid. There Montgomery, pretending frostbite and illness, switches Carole's affections from Raymond back to himself. Discovering his trick, she is furious, but Montgomery cleverly brings her to her senses.

Comment: This may not rank as an artistic achievement in any "best ten," but as pure laugh-provoking entertainment it should prove a sheer delight to any audience. Teamed for the first time in their careers, Carole Lombard and Robert Montgomery have here the type of roles that carried each to popularity. Miss Lombard handles her assignment extremely well, while Robert Montgomery, back again as a comedian after a try at various psychopathic and dramatic characterizations, proves he still has the stuff of which sophisticated comedians are made. His excellent work in this picture should help restore him to the strong popular rating he merited a few years ago. The film could have been just another marital comedy, but under Alfred Hitchcock's skillful direction it emerges a splendid example of sophisticated, brisk and hilarious modern farce, made all the more enjoyable by several novel touches and not a few surprises. Whether dramatic suspense or delightful nonsense, Hitchcock has proved he has the "touch" for both. "Mr. and Mrs. Smith" deserves the backing of an extensive campaign to get them in at initial performances; once this is accomplished, word-of-mouth praise will keep them coming. Keep your exploitation on the lighter side, not as to the amount done but rather in the nature of the stunts performed, which should be of the "gag" variety. Hitchcock's reputation as the director of "The 39 Steps," "The Lady Vanishes," "Rebecca" and "Foreign Correspondent" makes it imperative that you stress his association with this picture.

Catchline: "You'll laugh 'til it hurts at this high-spirited, fast-moving, sophisticated modern farce."

Tall, Dark and Handsome

20th Century-Fox **Comedy-Drama** **78 mins.**

(Prod. No. 128, Nat'l Release, Jan. 24)

AUDIENCE SLANT: (ADULT) AUDIENCES WILL ENJOY THIS, FOR IT PROVIDES A NEW AND REFRESHING THEME IN GANGSTER FILMS.

BOX OFFICE SLANT: THE FILM LACKS "NAMES" FOR STRONG DRAW, BUT SMART EXPLOITATION SHOULD TURN THE TRICK.

Cast: Cesar Romero, Virginia Gilmore, Milton Berle, Charlotte Greenwood, Sheldon Leonard, Stanley Clements, Frank Jenks, Barnett Parker, Marc Lawrence, Paul Hurst, Frank Bruno, Anthony Caruso, Marion Martin, Leon Belasco, Charles D. Brown, Addison Richards, George Watts, Stanley Blystone, Mary Treen, Vickie Lester. **Credits:** Associate Producer, Fred Kohlmar. Directed by H. Bruce Humberstone. Original screenplay by Karl Tunberg and Darrell Ware. Director of photography, Ernest Palmer. Art direction, Richard Day, Wiard B. Ihnen. Music and lyrics by Leo Robin and Ralph Rainger. Musical direction, Emil Newman. Film editor, Allen McNeil.

Plot: Romero, gangster, keeps his hold as head of the Chicago rackets through bluff —instead of killing his victims, he merely hides them. Falling in love with Virginia Gilmore, he withholds his real identity; but by the time she finds out who he really is, she is in love with him, too, and sings at his night club. A rival gangster, Leonard, is persuaded by Romero to cooperate with him, and the two become "partners." Friction arises, however, when Leonard becomes interested in Virginia. Romero succeeds in keeping him away from her, but when Romero's "victims" escape, Leonard orders them to take him for a ride. In gratitude for his fair treatment of them, the "victims" permit Romero to escape. He plays dead, meanwhile planting evidence that convicts Leonard of a murder he didn't commit.

Comment: Possibly this is one of those "sleepers" you've heard about. Although it doesn't quite reach the top, it nevertheless emerges as excellent entertainment. There are many laughs, provided principally by Milton Berle and Stanley Clements, and the story itself presents a somewhat new and refreshing angle on the gangster theme. The smooth direction of H. Bruce Humberstone is highly commendable, while the performances of Cesar Romero, Virginia Gilmore, Sheldon Leonard and others are all that could be desired for a picture of this type. As far as box office success is concerned, the film has only one drawback, and that is the lack of "names." Romero, of course, is well known through his "Cisco Kid" portrayals, but his name is not strong enough to lure the patronage that might otherwise be possible with a name of more definite box office lure. Because of this, the film may be relegated to secondary playdates in some situations; but if it is sold wisely it should garner extra dividends, and will serve well in some communities as a preferred playdate attraction. Take advantage of the clever teaser ads, and arouse feminine interest in the "tall, dark and handsome" man soon to enter their lives. Tie up with music shops on the four songs.

Catchline: "He's the romeo of the rackets . . . he gets the girl . . . and is she a honey!"

Ticket Service!

Headquarters for machine and roll MOTION PICTURE TICKETS
Highest Quality Right Prices
KELLER-ANSELL TICKET CO.
Suite 800, 723 7th Ave., N. Y. C. BRyant 9-7532

Five Little Peppers in Trouble

Columbia **Comedy-Drama** **64 mins.**

(Nat'l Release, Sept. 1, 1940)

AUDIENCE SLANT: (FAMILY) AN APPEALING LITTLE PICTURE THAT MAINTAINS THE CONSISTENTLY GOOD ENTERTAINMENT RECORD SET BY THE EARLIER RELEASES.

BOX OFFICE SLANT: MAY DO SATISFACTORILY ON FAMILY NIGHT, IF BOLSTERED BY A VARIETY OF GOOD SHORT SUBJECTS. AT ANY OTHER TIME, HOWEVER, IT WILL NECESSARILY FOLLOW A STRONGER FEATURE ON A DUAL BILL.

Cast: Edith Fellows, Dorothy Ann Seese, Dorothy Peterson, Pierre Watkin, Ronald Sinclair, Charles Peck, Tommy Bond, Bobby Larson, Rex Evans, Kathleen Howard, Mary Currier, Helen Brown, Betty Jane Graham, Shirley Mills, Shirley Jean Rickert, Antonia Oland, Rita Quigley. **Credits:** Directed by Charles Barton. Screenplay by Harry Rebuas. Based upon a book by Margaret Sidney. Director of photography, Benjamin Kline. Art direction, Lionel Banks. Film editor, Robert Fantl.

Plot: One of the five Peppers has been adopted, and when his aunt seeks to gain his custody, Uncle Pierre Watkin sends the entire brood to a private school. There, life is made difficult for Edith Fellows and her younger brothers and sister because of the snobbishness of other classmates. The snobs create an accident, arrange things so that evidence will point toward Edith, cause her and the other Peppers to be expelled. Back home, Watkin wins the custody of Ronald Sinclair, provided he can take him to Paris. The whole family plans to go. The ending paves the way for the setting of the next Pepper film, when and if it is made.

Comment: Your family patronage can't help but enjoy this appealing little picture. It has its drama (though light) and no little humor in just enough of a mixture to make the entire proceedings a pleasant escape from heavier and more involved screen fare. The

(*Continued on Page* 21)

For Additional Exploitation Ideas on These Pictures, Consult the Encyclopedia of Exploitation—See Page 14



YOUR PATRONS LISTENED!

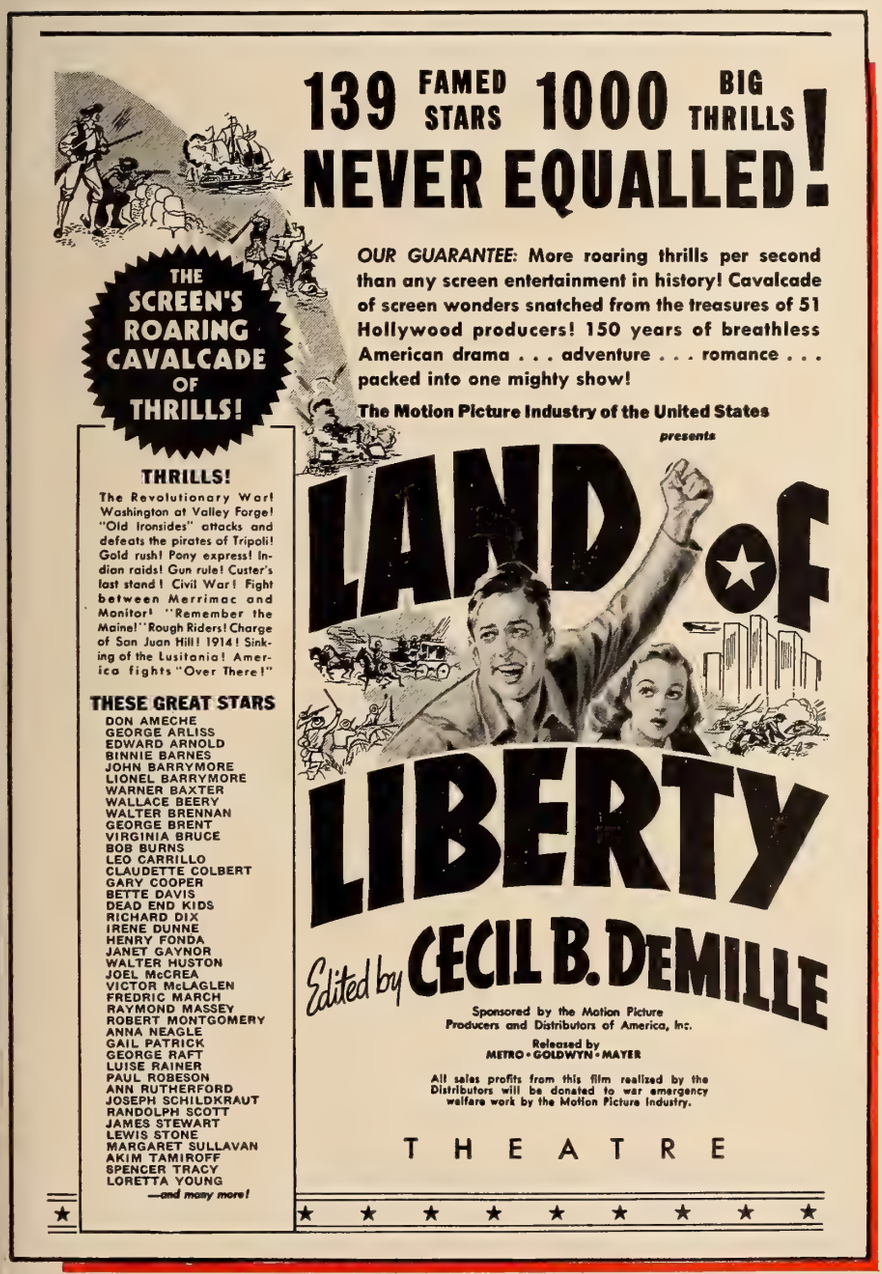
"Things worth fighting for" said President Roosevelt! Read every word of it!

"As men do not live by bread alone, they do not fight by armaments alone. Those who man our defenses and those behind them who build our defenses must have the stamina and the courage which come from unshakeable belief in the manner of life which they are defending. The mighty action that we are calling for cannot be based on a disregard of all the things worth fighting for. The nation takes great satisfaction and much strength from the things which have been done to make its people conscious of their individual stake in the preservation of democratic life in America . . ."

Here's how *you* as part of the motion picture industry may help in the united effort to make all our people "conscious of their individual stake in the preservation of democratic life in America." *(continued above)*

THE SCREEN REPLIES!

While the President's words still echo throughout the land, how fortunate that our industry stands ready to fill the public's demand for a thrilling American motion picture entertainment! Here it is for *you* to see its wonders for yourself! It has been successfully pre-tested and complete showmanship campaigns are available to make it easy for you to score at the box-office and in the esteem of your community!



(**Above:** *One of the showmanship ads from the successful Williamsport test run.*)



REMEMBER!

The entire cost of making "Land of Liberty" was donated by the organized industry!

(1) Every producer joined in making it.

(2) All sales profits realized are being donated to war emergency work.

(3) All the services of distribution are given free.

(4) Exhibitors are asked for rental only. Exceptional opportunities are yours through live-wire showmanship!

(5) M-G-M is handling distribution on behalf of the industry. Communicate with your M-G-M Branch.

Meet Your Exchangemen

Charles John Feldman (Univ.)

Charlie went into the film business just after he left the Army in 1919. Early in his career he had his first managerial experience, handling the World Wide office in Omaha. Then he joined United Artists, first as a salesman and later as manager in Omaha. Universal first put him to work as salesman at Sioux Falls and before long he was managing the Universal exchange in Denver. When a vacancy arose in Los Angeles, Charlie got the job.



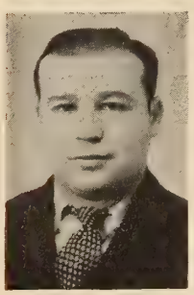
William Onie (Monogram)

Bill is a Bostonian by birth and he's a showman of many years standing. He started as an usher, then became doorman, and finally assistant projectionist. Then he joined Kleine Edison as shipper and later became booker. He joined Fox and became a salesman but left to join Standard Film Company in Cleveland. He was a salesman for the old Monogram company, later was head of the Cincinnati office. When Monogram became Republic, Bill stayed on and when it arose again he rejoined it, still as manager in Cincinnati. He was recently elected chief barker of the Cincinnati Variety Club.



Louis Geller (Warner Bros.)

Born in Winnipeg, Lou just naturally gravitated to a position as ad salesman in that city's Warner exchange. After a short while, he was made a booker and then transferred to Calgary as office manager. From there it was an easy step to the branch managership in Calgary and just a matter of months later, Lou was given his present post of branch manager in Winnipeg. He has a stogie in his face all day. His colleagues like to recall his first attempt at cigar smoking—but Lou doesn't like to.



Stanley C. Jacques (RKO-Radio)

Stan was a sales representative for a large tailoring house in Chicago, when he was offered a salesman's job by an acquaintance who operated a States Right Exchange in Cincinnati. He stayed about a year — then the company went out of business and he joined Vitagraph for another year. Pathe took him on, and he was prompted to city salesman, then to branch manager. Successive mergers kept him on the job and now after 24 years with RKO and its predecessors, he is still branch manager in Cincinnati.



Robert J. Fannon (Republic)

Bob, as he is popularly known, is Republic salesman for upstate and Long Island, working out of the New York exchange. He entered the picture business in 1920 as Auditor for Famous-Players-Lasky remaining with that company for 13 years as special representative, booker, bookers' manager, salesman, office manager and in the real estate and theatre departments. He left Paramount to join Warner Bros. New Jersey Theatres as booker. Subsequently, he became assistant to Herman Gluckman, who was in charge of New York's Republic exchange and has since remained with Republic.



James Beale (Columbia)

Jimmy comes from the Blue Grass country—more specifically Ashland, Kentucky. He entered the motion picture business exactly 25 years ago as a booker for Mutual Film Corporation. Later on he became connected with Vitagraph, Pathe, Select Pictures, General Film Corporation, Universal and Tiffany and 11 years ago he joined Columbia, first as Branch Manager in Denver. He was transferred to Portland some years ago where he is now capably serving in the same capacity.



Jack Tillman (Columbia)

In the 26 years that Jack Tillman has been in the film business, he has had a varied career in practically every phase of the theatre business. One of his early positions was Branch Manager for the General Film Co. in Portland. He left this position to open his own office, known as the Oregon Film Exchange. Subsequently followed a varied career as an independent circuit exhibitor, assistant general sales manager for Associated First National in New Brunswick, a special representative with Paramount. In 1927 Jack opened the Columbia office in Portland and has been with the company ever since. He is now manager in San Francisco.



Harry Lefholtz (Republic)

Here's a real veteran of the film industry. He started a long time ago with the old Laemmle Film Service. Some time later, he joined Universal and was Omaha branch manager for that company for many years. He resigned to become Tiffany branch manager in the same city but returned to Universal where he remained for several more years. He has been with Republic as a salesman in the Omaha territory since 1937.



In The Editor's Mail Bag

Editor, SHOWMEN'S TRADE REVIEW:—

I have just finished reading your "Good Resolutions" and was especially interested in the one which you suggest taking the money remaining over from the Motion Picture Campaign.

Several weeks ago I wrote out a plan . . . and now that you suggest using radio for the purpose of stimulating interest in motion pictures I am sure that my plan has merit.

Taking Atlanta as an example city, I proposed that first all of the managers be brought together for a general meeting at which time a sort of an organization would be talked of, a theatre managers' club or association, the main thought here being in getting 100 per cent cooperation in further plans.

Here in Atlanta we have some 50 theatres. There are possibly more but we can take this as a working figure. The managers get together and at the very first meeting they agree to contribute to a fund the small sum of $5.00 per week. $5.00 per week from 50 theatres is $250 or $1,000 per month. Even the smallest theatre in the group could contribute the small amount of $5.00.

What would the sum be spent for? For the purpose of getting the Atlanta public interested in the theatres of the city and in motion picture entertainment in general, through all sorts of ads and stunts which the fund so raised would pay for, stunts and etc., thought up of the managers themselves probably so many managers serving on a committee and this committee being changed every month.

Such a plan would help every theatre in the city of Atlanta and as stated the main idea would be to sell Mr. and Mrs. Public on the idea of movies. $250 per week would buy plenty of bill board space per month, taking this as one idea or suppose the entire amount for one month of $1,000 was allotted to a bill board campaign. On the boards would be a 24 sheet merely reading "LET'S GO TO A MOVIE TONIGHT." In a city even the size of Atlanta $1,000 would buy plenty of bill board space, so much so that in every part of the city on every main highway motorists would come face to face with the slogan "LET'S GO TO A MOVIE TONIGHT." And this would be only a starter. Suppose at the time this campaign was in progress, all of the managers of the association had a similar trailer on their screens, a one frame trailer selling movies to the public.

The second month rolls around and another $1,000 is at hand to be spent. Maybe this month we would want to go on the radio exclusively. Do you realize how many announcements $1,000 would buy over the period of a month? It seems to me that the possibilities of this plan are unlimited and while I specifically mention Atlanta, this plan could be adopted in any city of any size.

Figured at the rate of $5.00 per theatre per week, there would be a sufficient sum raised so that a darn good public relations man could be employed to represent all the theatres. He could be the go-between the public and the movies and the theatres of his city. He could attend public functions, make speeches to civic clubs all selling the public on the idea of movies. He could plan movie campaigns and work under the direct supervision of a committee from the Managers' Club or association.

This business now finds too many theatre men pulling in opposite directions. There are too many things now available to the public and the war against each other should be ended, because people are drifting away from the movies and the time has come for us all to work hand in hand in some general plan to sell Mr. and Mrs. America on the idea of movies again, especially the younger generation coming up.

What do you think of the idea?

Sincerely,
(Signed) *Earle Holden*
Capitol Theatre, Atlanta, Ga.

The Box Office Slant

Five Little Peppers in Trouble

(Continued from Page 17)

darling of the story, of course, is little Dorothy Ann Seese, who can easily capture the heart of the most hardened theatregoer with her naivete. Edith Fellows, still a good trouper, is becoming a little too old for this series. However, her performance and others are all good. If you want a clean, wholesome little picture for family night, this is your dish. In most bookings, however, it will need stronger feature support to keep the coins clinking at the box office. Selection of local "Peppers," a "Good Deeds" contest, tieups with schools and book stores are principal activities you should pursue in your selling campaign.

Catchline: "Real down-to-earth kids . . . always up to some mischief."

Life With Henry

(Hollywood Preview)

Paramount **Comedy-Drama** **80 mins.**

(Prod. No. 4016, Nat'l Release, Jan. 25)

AUDIENCE SLANT: (FAMILY) PLEASING ENTERTAINMENT.

BOX OFFICE SLANT: A NICE FEATURE FOR THE "LIGHT" SPOT ON YOUR PROGRAM.

Cast: Jackie Cooper, Leila Ernst, Eddie Bracken, Fred Niblo, Hedda Hopper, Kay Stewart, Moroni Olsen, Rod Cameron, Pierre Watkin, Lucien Littlefield, Frank M. Thomas, Etta McDaniel, Hanley Stafford, Edith Evanson and others. **Credits:** Produced and directed by Jay Theodore Reed. Original story and screenplay by Clifford Goldsmith and Don Hartman. Director of photography, Leo Tover. Edited by William Shea.

Plot: Jackie Cooper must personally earn $100 so that he can join a group going to Alaska. His parents, Hedda Hopper and Fred Niblo, laugh at the idea, and the whole town appears to enter into a conspiracy to prevent him from earning the money. With the aid of his pal, Eddie Bracken, he gets into one scrape after another, menacing the entire future of his hometown by ruining their prospects of getting a big canning factory. He eventually gets the money at a theatre contest, but is told that he did not earn it and therefore could not be included in the trip. By fine finagling, he gets to go after all.

Comment: This, the second of Paramount's Aldrich Family series, is a good family picture that would be much better with some additional editing. As it now stands, the picture is much too long. It's a pleasant piece of entertainment with just the right amount of comedy and drama to please in almost any spot, and although not a world beater, should fill in nicely on dual bills. Jackie Cooper does a swell job as Henry, closely followed for acting honors by Eddie Bracken. The balance of the cast is all good. Jay Theodore Reed, who handled both the production and direction, does a competent megaphone job, falling short on the production end. If you played the first of the series, "What A Life," use the same stunts that brought them in. Spot announcements before and after the Aldrich Family radio show could be arranged with your local station. You have a natural tie-up with travel agencies for windows and cooperative newspaper advertising.

Catchline: "Life with Henry was a nightmare."

Robin Hood of the Pecos

Republic **Western** **59 mins.**

(Prod. No. 54—Nat'l Release, Jan. 14)

AUDIENCE SLANT: (FAMILY) SATISFACTORY OUTDOOR ENTERTAINMENT FOR WESTERN FANS.

BOX OFFICE SLANT: IF WESTERNS HELP TO KEEP THE WOLF AWAY FROM YOUR DOOR, HE WON'T SHOW UP DURING THE ENGAGEMENT OF THIS ONE.

Cast: Roy Rogers, George "Gabby" Hayes, Marjorie Reynolds, Cy Kendall, Leigh Whipper, Sally Payne, Eddie Acuff, Robert Strange, William Haade, Jay Novello, Roscoe Ates. **Credits:** Associate Producer and Director, Joseph Kane. Screenplay by Olive Cooper. Original story by Hal Long. Director of photography, Jack Marta. Musical director, Cy Feuer. Film editor, Charles Craft.

Plot: Kendall is the unscrupulous adjutant of Purvis County. So long as he can keep Texans from swearing the Oath of Amnesty, which would give them the right to govern themselves, and so long as Texas remains under martial law, he can exercise a form of dictatorship. Rogers, a Confederate soldier released from a northern prison after the Civil War, joins with Hayes in protesting against Kendall's dictatorship. When Kendall's secretary shoots Col. Haade, the dictator has Rogers jailed. But when Rogers escapes, he gets a confession from the secretary which brings Kendall to justice.

Comment: Once more the scripters have deviated from the ordinary western plot formula to cook up an historical drama that should please Rogers' admirers. Once in a while things become so complicated the action is slowed down to a walk, but on the whole the film is good action entertainment. Rogers sings two songs, one of them Foster's "Jeannie With the Light Brown Hair," and otherwise performs in his usual likeable manner. Other performances are creditable, with Cy Kendall standing out in an unsympathetic characterization. Fan photos of the popular western star, as well as Roy Rogers guns for the kids, are exploitation items of which every exhibitor playing this series should take advantage.

Catchline: "The old Southwest . . . torn by war . . . suffering the ravages of carpetbaggers."

You're Out Of Luck

(Hollywood Preview)

Monogram **Drama** **62 mins.**

(Nat'l Release, Jan. 20)

AUDIENCE SLANT: (FAMILY) MATCHES THE ACTION STANDARD OF THIS POPULAR SERIES.

BOX OFFICE SLANT: SHOULD EQUAL OR BETTER PREDECESSORS IN SERIES.

Cast: Frankie Darro, Kay Sutton, Mantan Moreland, Vicki Lester, Richard Bond, Janet Shaw, Tristram Coffin, Willie Castello, Alfred Hall, Paul Maxey, Ralph Peters, Paul Bryar, others. **Credits:** Directed by Howard Bretherton. Produced by Lindsley Parsons. Original screenplay by Ed Kelso. Director of photography, Fred Jackman, Jr. Film editor, Jack Ogilvie.

Plot: A tenant of the smart apartment house, where Frankie Darro runs the elevator and Mantan Moreland is the handy man, is murdered just at the time when one newspaper is riding the police. Richard Bond, Frankie's detective lieutenant brother is assigned to the case. He asks Frankie and Moreland to aid by shadowing Tristram Coffin, who lived with the victim. Coffin goes to a gambling club run by Willie Castello, and collects a $60,000 bet at the point of a gun. Seeing himself hemmed in, he gives the money to Frankie with instructions to give it to Janet Shaw, sister of his dead roommate. Coffin is found dead. Bond takes the money from Frankie and answers a call supposedly coming from Janet. Frankie, Janet and Moreland call on Vicki Lester, Castello's girl friend. Castello arrives, hears police sirens and tries to run his prisoners out the rear elevator. Moreland pulls the emergency switch, trapping the cage between floors. With the killers captured, Bond is made a captain.

Comment: This newest of the series, built around the young detective and his always fearful negro companion, will prove entertaining to all who have followed his luck-checkered career.

CORRECTION

Wilbur G. Seib, was placed as Denver branch manager for Columbia on Page 12 last week. Mr. Seib has been in the Salt Lake City Branch for more than ten years.

Exhibitor Stages Sadie Hawkins Day In Collegiate Style on "Li'l Abner"

Frank Starz, in his campaign on "Li'l Abner" for the Palace Theatre, Fort Worth, Texas, cooperated with the authorities of Texas Wesleyan College to postpone their Sadie Hawkins Day celebration for a tiein with the comedy. The affair attracted the attention of patrons throughout the entire community.

An evening party in the college opened the festivities. This was held until 9 p.m. when some five hundred students met at Burke Burnett Park, about five blocks from the Palace, and from there marched with a 40-piece band, augmented by a 6-piece hill-billy band, to the theatre. The Sadie Hawkins Race started at the theatre, with Screen Critic Jack Gordon as the official starter. During the progress of the race, the hill-billy band played in front of the house while many of the students danced in the street.

Following the race the judges selected the best characters as portrayed by the students, the judging taking place on the stage. One of the prizes was an original "Li'l Abner" drawing given by Al Capp, author of the newspaper comic strip. Just after the awards, the hill-billy band and talent from the college entertained the audience from the theatre stage, with the picture climaxing the program.

The *Press* ran a credit line in its "Li'l Abner" cartoon strip with mention of the theatre and the four-day run of the comedy. Local newspapers and the college publication gave over a large amount of space to the celebration.

Montana Screen Club Holds First Annual Party-Dance

The Montana Screen Club held its first annual party and dance in the Masonic Ballroom. Refreshments and a buffet lunch was served and dancing enjoyed by all attending. One hundred and twenty members and guests were present.

The club president, Ed Loy, extended greeting and read the following telegram from Hall Baetz, district manager of Montana-Idaho District of the Fox Inter-Mountain Theatres, also a member of the club who could not be present due to duties in Salt Lake City. "Congratulations to the Screen Club. May joy reign so unrestrained that there will never be any serious or painful business other than payment of dues which is naturally painful for anyone any time." (Signed) Hall Baetz.

The party started at midnight so that all theatre staffs in Butte and surrounding cities might attend.

Immediately following the party, President Ed Loy and wife left for Denver, Colorado, to spend a week on business in that city and carry greetings to the Rocky Mountain Screen Club at their New Year's Eve party.

For Additional Exploitation Ideas on These Pictures, Consult the Encyclopedia of Exploitation—See Page 14

Short Subject Reviews

Uncle Sam—Non-Belligerent *(Excellent)*

RKO Radio (13,106) March of Time No. 6 21 mins.

Made partly from official German Army Films, obtained from the Canadian Film Commissioner who seized them as contraband, this picture of life inside Nazi Europe today is most revealing. The scenes referred to are used to show the problems facing U. S. citizens today. Clips of Hitler in Paris, and Parisians getting food handouts and listening to instructions from the Nazis, French war prisoners doing manual labor for the Nazis, preparations for the invasion of England, etc., are among those included in the subject. Senator Wheeler and Verne Marshall are among those presenting the isolationist side of the U. S. controversy. Of course, with a bill on the subject before Congress now, this picture is powerful propaganda, but since the majority of citizens favor aid to Britain, it is likely to be well received. Tie up with newspaper headlines. War Relief organizations should be invited to sell tickets, with a portion of the revenue going to their treasuries.

Dog in the Orchard *(Meritorious)*

Vita. (6204) Broadway Brevity No. 4 20 mins.

This should be the answer to an exhibitor's prayer. It is actually a mystery drama, with a story that holds the interest taut for 20 minutes. The performances, the direction and the general production treatment are as good as those accorded a feature. Dramatic subjects are necessary to balance a bill when the main feature is a musical or light comedy, and since dramatic subjects have not been too plentiful, "Dog in the Orchard" should be warmly welcomed. The film was adapted from a *Cosmopolitan* magazine short story by Mary Roberts Rinehart, and the competent cast is headed by Howard de Silva, Barbara Pepper, Addison Richards, David Bruce and Virginia Sale. Jean Negulesco's direction is praiseworthy, for he has handled his assignment in a manner befitting directors more highly acclaimed. Watch your booking on this subject, being sure your main feature is light. You can play it up strongly, for it will easily take the place of a second feature and will, in many cases, prove better entertainment.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning January 18)

CAPITOL—The Great Meddler (MGM rev. 1-4-41; Old New Mexico (MGM) rev. 11-9-40.
CRITERION — Chinese Garden Festival (Rep.) rev. 12-21-40; Tattle Television (RKO) rev. 11-16-40.
GLOBE—Porky's Hired Hand (Vita.) rev. 12-28-40; Henry Busse and His Orchestra (Vita.) rev. 11-30-40.
PARAMOUNT — Popular Science No. 3 (Para.) rev. 12-21-40; Popeye Meets William Tell (Para.) rev. 10-5-40; The Sacred Ganges (rev. this issue).
RADIO CITY MUSIC HALL — Pluto's Dream House (RKO-Disney) rev. 9-14-40.
RIALTO—Hydro (Dept. of Interior documentary film); The Pointer (RKO-Disney) rev. 5-20-39.
RIVOLI—Pluto's Dream House (RKO-Disney) rev. 9-14-40.
ROXY—What a Little Sneeze Will Do (20th-Fox); Rodeo Comes to Town (20th-Fox).
STRAND — Love's Intrigue (Vita.); California Thoroughbreds (Vita.) rev. 12-28-40.

Timid Toreador *(Good)*

Vita. (6605) Looney Tune No. 5 7 mins.

In this cartoon Porky is a hot tamale peddler in a Mexican bull arena. When he gets tangled up with the bull, it requires no guessing as to who will win out; the animators and scripters have taken care of that, and they've injected enough gags into the proceedings to make this a good cartoon. It was produced by Leon Schlesinger. Restaurants featuring hot tamales could use tie-up cards in their windows, and grocery stores might do likewise, provided they sell this item.

Meet the Fleet *(Excellent)*

Vita. (6003) Technicolor Special No. 3 20 mins.

Another in the Warner patriotic shorts series, this one deals with the United States Navy, and shows the training of the young men for service. There's a thread of a story running through it which concerns a serious young man whose color-blindness almost sends him back home; but he has hopes as the subject ends, for the officer plans to "make a place for a young man like you." Robert Armstrong is featured, and others in the cast include William T. Orr, George Reeves, Mary Cheffey and Herbert Anderson. B. Reeves Eason directed. A tieup with your local Navy recruiting station is advised. Sea Scouts might also cooperate with you.

Christmas Under Fire *(Heart Appeal)*

Vita. Special Subject 10 mins.

Whereas "London Can Take It" was concerned primarily with the bombing of England, this one deals with the heroism of the populace under fire and shows how Christmas was celebrated there last year. For this reason, it has strong heart appeal, and should stir the sympathies of all those who see it. Quentin Reynolds again does an excellent job as the narrator. The subject deserves prominent newspaper publicity, so invite newspaper officials to a special screening. Use recent war news headlines as the background for your lobby display, and bill the subject on your marquee.

Breezy Little Bears *(Excellent)*

Paramount (VO-3) Paragraphic No. 3 10 mins.

The same little bears, Horace, Herbert and Herman, who won the Academy Award in 1939, are shown here again in all kinds of mischief. It is fascinating and uproarious to watch them as they evidently go unposed through their paces. If they have been posed, so much the more credit to the producers. They meet cows and calves, a goose and a few other barnyard denizens on their trip around a farm and there's a laugh a minute. Frank Crumit's narration adds to the fun. This is a worthwhile subject on any program and one which should be played when you expect a large audience. If possible, get a blow up of a scene or two from the film for your lobby and don't forget to advertise that these bears are the Academy Award winners of 1939.

The Fighting 69th *(Good)*

Vita. (6710) Merrie Melody No. 10 7 mins.

While this Technicolor cartoon cannot measure up to past releases in this series, it nevertheless is good entertainment and will fit well on any program. The story revolves around battles between the red ants and black ants over food, with a truce being called. But when they disagree on the distribution of the food, the fight begins again. The usual gags are in evidence. Leon Schlesinger produced.

All's Well *(Silly)*

Paramount (GO-3) Gabby Cartoon No. 3 7 mins.

This entire cartoon is devoted to the efforts of Gabby to diaper a recalcitrant baby, endowed for cartoon purposes with prodigious strength. It grows rather tiresome after a while and although there may be a few chuckles in it, the subject is rather silly. Dave Fleischer directed.

. . NEWSREEL SYNOPSES . .

(Released Saturday, January 18)

PARAMOUNT (No. 41)—British push forward in Libya; Fall of Sidi Barrani; British convoys in Mediterranean; Scenes of British aircraft carrier Illustrious since hit by Nazi bombs; British troops in Greece; Istanbul strongly pro-British; Great fire of London; Mrs. Roosevelt and "March of Dimes" drive.

MOVIETONE (Vol. 23, No. 38)—Great London fire; Fall of Sidi Barrani; Hull asks aid for Britain; Passengers removed from S.S. Manhattan; Mrs. Roosevelt and "March of Dimes" drive; Tyrone Power opens drive in New York (New York City only); Long Island Golden Glove bouts at Mineola.

PATHE (Vol. 12, No. 41)—Great London fire; Italian prisoners in Egypt; Mrs. Roosevelt and "March of Dimes" drive; Passengers removed from S.S. Manhattan; Spring hat fashions; Britain bolsters Greek Army; Long Island Golden Glove bouts at Mineola.

UNIVERSAL (Vol. 13, No. 946)—Great London fire; U. S. firemen back from England; British desert troops in Libya; British ships in Mediterranean; U. S. troops off for Newfoundland; Passengers removed from S.S. Manhattan; Mrs. Roosevelt visits paralysis victims; Cat show in New York; Stock car race in Los Angeles; Long Island Golden Glove bouts at Mineola.

NEWS OF THE DAY (Vol. 12, No. 236)—Great London fire; Firemen back from England; Fall of Sidi Barrani; Hull warns America of Nazi invasion peril; Nation rallies to aid of paralysis victims; Illinois hails new Governor, Dwight H. Green (Chicago only); Long Island Golden Glove bouts at Mineola.

(Released Wednesday, January 15)

PARAMOUNT (No. 40)—Indoor track meet at Boston; Billiards exhibition at Chicago; Motor Boat Show in New York; Windsor sees Miami air show; Male fashions; Pour concrete for Shasta Dam; Pros and cons on defense bill; Greeks sweep forward in advance on Italians.

MOVIETONE (Vol. 23, No. 37)—Willkie backs defense bill; Vessel destroyed off Australian coast; Secretary of Navy tells of President's Navy reorganization; Ski patrol at Rainier National Park; Garand rifle factory goes into mass production; Rock transported to Shasta Dam; Motor Boat Show in New York (except Washington, D. C.); Catholic University holds "Red Mass" (Washington, D. C., only); Sled dog derby in New Hampshire; Billiards exhibition at Chicago; Bobsledding at Lake Placid.

NEWS OF THE DAY (Vol. 12, No. 235)—Liner Manhattan on Florida reef; Pros and cons on defense bill; Rock transported to Shasta Dam; Windsor sees Miami air show; Garand rifle factory goes into mass production; Liberty Flight wins Hialeah inaugural; Billiards exhibition at Chicago; Ski meet at Beloit, Wis.

PATHE (Vol. 12, No. 40)—Greeks press forward in Albania; Willkie backs defense bill; Liner Manhattan on Florida reef; Rock transported to Shasta Dam; Farley off on South American hegira; Motor Boat Show in New York; Windsor sees Miami air show; Ski meet at Beloit, Wis.

UNIVERSAL (Vol. 13, No. 945)—Secretary Knox says Navy is ready; Ford inspects plane factory; Girls learn defense tactics at Astoria, N. Y.; Liner Manhattan on Florida reef; Windsor attends air show; Mass marks Congress opening; Rock transported to Shasta Dam; Motor Boat Show in New York; Billiards exhibition at Chicago; Bobsledding in New Hampshire.

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—3—

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MUNI —— RAFT —— KARLOFF

ASK THESE SHOWMEN—CARL BAMFORD, H. DAVID, JULES RUBIN, HARRY ARTHUR, JOHN FRIEDL, L. FINSKE, M. MULLIN, T. BARHAM, BOB WILBY, H. PERRY, BOB O'DONNELL, HARRY NACE, OR ANY THAT ARE PLAYING IT NOW.

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Milwaukee, Wisc. ..... C. D. Koehler, 717 West Wells St.
Minneapolis, Minn. ..... Charles M. Weiner, 72 Glenwood Ave.
New Haven, Conn. ..... Connecticut Film, 126 Meadow St.
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Pittsburgh, Pa. ..... Crown Film Co., 1701 Blvd. of Allies
San Francisco, Calif. ..... Atlantic Film, 177 Golden Gate Ave.
Seattle, Wash. ..... Principal Pictures, 2417 Second Ave.
St. Louis, Mo. ..... Variety Pictures, 3215 Olive St.
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The Talk of the Tents Up and Down the Land

Variety Club Notes

JOHN H. HARRIS, NATIONAL CHIEF BARKER

Weekly Get-Together of Filmdom's Good Fellows

Tent No. 1—Pittsburgh

Buck Stoner Joins Tent . . . Bishop Tendered Testimonial Dinner . . . Proceeds Given to Charity.

Buck Stoner, the newly appointed branch manager of MGM, formerly of the Cleveland Tent, has been introduced to the membership and he announced his intention of transferring to the Pittsburgh Tent as well as to the Pittsburgh Variety Post of The American Legion.

The club sponsored a Testimonial Dinner in honor of Burtus Bishop, Jr., who was elected first assistant barker for 1941. He was just promoted to district manager for MGM with headquarters at Kansas City. More than 300 attended this Testimonial and Chief Barker C. C. Kellenberg made the presentation speech presenting him with four pieces of luggage. Second Assistant Chief Barker M. N. Shapiro was general chairman of this affair, with C. J. Latta, retiring chief barker, acting as toastmaster. On the dais speeches were made by Harry Goldstein, district manager of Paramount; Edgar Moss, 20th-Fox district manager; Fred Beedle, president and M. A. Rosenberg, chairman of the board of Allied Theatre Owners, Buck Stoner and all the branch managers of the Pittsburgh territory as well as the honored guest. Numerous telegrams of congratulations were received from all over the country. At the personal request of Bishop, the proceeds of this Testimonial, which will amount to approximately $500 are to revert to the Charity Fund of the Tent.

Mr. and Mrs. Herbert Dimling and Mr. and Mrs. Harry Kramer were co-hosts at the weekly family night on Friday, January 10.

On Monday, January 13, M. N. Shapiro and Archie Fineman were co-kings at the regular weekly stag dinner held in the club.

Tent No. 2—Columbus

Neth Opens Black & Tan Club Over Lincoln Theatre . . . Bill Pullin Building 30 Houses (Residences).

Barker Real Neth has opened a new black and tan club over his Lincoln Theatre known as the Lincoln Club. . . . Barker Jake Luft has been confined to his home with an attack of the grippe. Past Chief Barker Bill Pullin, who has forsaken show business to build houses has about thirty new ones planned for the future. . . . Barker John Barcroft claims that the love bug has caught him at last, a beautiful George White's Scandals Doll. . . . Chief Barker Virgil Jackson is extending his stay in Florida with the family.

Tent No. 3—Cincinnati

Sally Rand a Visitor . . . Many Other Guests This Week . . . Several Changes Made in Tent's Clubrooms.

There was much ado around the local tent last week end when Sally Rand of World Fairs' fame, sans her fans and bubble but fully adorned in clothes even as you and I, visited the clubrooms as the guest of Colonel Arthur Frudenfeld and Joseph Goetz, the RKO Midwest executives. Included in the Rand aggregation from her show were Ugo Martinelli and Ross and Stone, the clever comedy duo.

Another welcome visitor to the Queen City was Marc Wolf, former chief barker of Indianapolis, with his very charming wife, Bea. Also seen around the tent during the past few days were Nat Lefton from Cleveland and his local Republic crowd, Bon Asby of Indianapolis and environs, Deke Moffit, the rotund leader of the Shubert Theatre orchestra and Mrs. Moffitt, Ev Bennett, our Dayton commuter who thinks nothing of hiring a taxi in the Gem City and drive down to the Queen City tent for a social call. The Shore Boys, Manny and Louie of the West Virginia Shores and theatre managers extraordinary, Bob Dunbar, local Warner Brothers manager, recently transferred from the Cleveland Tent, Johnny Eifert, Irving Becker, manager for "Tobacco Road" for many years and the famous Jeeter Lester of the company, namely John Barton, as well as Ella May and blonde Pearl, his Georgia sharecropping daughters. All of them were immensely pleased with the treatment received at the hands of the club's top steward, Larry Lyons.

Sam Nathanson, General Sales Manager of Forum Films, Los Angeles, was the guest of Nat Kaplan during the past week, while Allan "Columbia" Moritz and Mrs. Moritz entertained the very charming Penny Singleton of Blondie and Dagwood fame, her husband and her five year old daughter. They stopped off in Cincinnati on the way to West Union, Ohio, to visit with Mr. Spark's mother.

Tent No. 5—Detroit

New Officers Set for Inauguration Soon . . . Salesmen Return from Vacations . . . Other Motor City Notes.

The new administration of John Howard, Paramount manager, as chief barker, is beginning to take hold, and the Variety Club has been a center of plans and activity as the various committeemen for 1941 are receiving their final assignments—and making definite plans for the biggest year in the club's activity.

First of public activities will be the formal installation banquet which will take place in about two weeks—final date not set. Departing from last year's precedent, when a stag meeting in the club rooms with buffet supper was held to celebrate the event, 1941 officers will be inaugurated with a public banquet with all the trimmings.

With local show business enjoying a slight upturn of business, exchanges are continuing as the center of activities, with managers and sales staffs busily completing their contracts, aside from these lucky ones who closed all theirs early. Return of salesmen from their scattered vacations has brought the force up to tops again, and managers appear to need all the sales help possible, under the plans being quietly made for the enlarged operations under the consent decree.

Speaking of vacations, a poll of returning filmites shows just two popular places—Detroit and Florida. A few mentioned Texas, but the majority either hit off Miami-ward or stayed right around home. The home-guards were busy patching up homes, putting in sinks, and doing the 1001 odd jobs that have been let go for a year. With resumption of Saturday Night Frolics next on the calendar, Variety's social calendar will fill once more.

Walter R. Stebbins, owner-manager of the Film Exchange Building, has donated two new Simplex projectors to the Tent, which will be used to take "Free Movies to Shut-Ins" in institutions. This splendid gift was in memory of his son, Richard, who died last year.

The coming event of major importance is the National Convention to be held in Atlantic City, N. J., in April.

Every Tent should be making plans for this event which as always will attract attention throughout the entire industry.

Have you designated the four members of the convention committee?

Have you lived up to your charity pledges made in Dallas last year?

Will your Tent be prepared to make suggestions and recommendations for the betterment of Variety at the annual convention?

START WORK NOW ON ALL THINGS NECESSARY TO THE SUCCESS OF THIS CONVENTION.

John H. Harris,
National Chief Barker.

Tent No. 7—Buffalo

Judges Are Speakers at Installation of Officers . . . Plan Testimonial to Bill Martin, Perennial Sec'y-Treas.

With County Judge George Rowe and City Judge Joseph Kelly as speakers, Tent No. 7 installed its officers before a crowd of barkers, their wives and friends. The Rev. Joseph Mahoney of Batavia, Buffalo Tent's chaplain, pronounced invocation and benediction.

Canvasmen Phil Fox and Murray Whiteman are working on plans for a testimonial dinner to the club's perennial secretary-treasurer, Bill Martin, who this month began his seventh year in the former office and his sixth in the latter. The affair is scheduled for Monday night, Jan. 27th, in the club's quarters. Barker Fox has been assured that Edward K. (Ted) O'Shea, MGM's new central division manager, will be on hand to act as toastmaster. O'Shea was chief barker here when Martin was first elected secretary. Chief Barker Syd Lehman, who also is busy on phases of the program, says he regards it as unique in that it's the first dinner for a movie critic, to his knowledge, given by a unit of Variety. The recipient-to-be also is high in state affairs of the Loyal Order of Moose.

Past Chief Barker Robert T. Murphy, for several years booking manager for the Shea circuit and prior to that the chain's opening manager for new community theatres, has been made city manager for the corporation in Niagara Falls, N. Y. It's a newly created post.

Chief Barker Lehman has designated these chairmen of committees: Entertainment, Fox and Whiteman; House, Irving Fried; Charity, Elmer F. Lux and Martin; Membership, George F. Hanny, Jr.; Reception, Sydney Samson.

Tent No. 8—Kansas City

Jerry Zigmond New Chief Barker . . . Means Resigns . . . Withers Becomes Second, Scott First Assistant.

Jerry Zigmond, who manages the Newman Theatre, has been elected chief barker by Variety Club directors. The election follows the resignation of Jay Means, Oak Park and Bagdad, who resigned due to the press of personal business. Jerry has been active in the club since he came to Kansas City, and recently was named first assistant chief barker.

Robert F. Withers, branch manager for Republic-Midwest, moves up as second chief barker, while Ward Scott, district manager of 20th-Fox, goes up from second to first assistant chief barker.

Tent No. 10—Indianapolis

Party Planned for Drafted Members . . . Club's Blood Bank Saves Several Lives, Report Shows.

Ken Collins, the new Chief Barker, is busy at work making plans for 1941. The club expects soon to have a party for those of the organization who have been drafted and who are leaving for the Army in the near future. On the list for the first party is Abe Baker of Columbia and Johnnie Dowd of Warner Bros.

Word has been received from the Indianapolis Medical Center that the Variety Club Blood Bank which has been in operation now for five months, has already been the means of saving several lives. Dr. Gatch, Dean of the Indiana University Medical Center, writes that they are deeply appreciative of Variety's efforts and they would like to have a dedication ceremony of the Blood Bank some time in the near future, at which time they are going to install a Variety Club plaque. The next regular meeting is set for Monday, January 27. Harold Marshall and Curt Butler just returned from Florida—some guys are lucky. Marc Wolf has been appointed on the Government's "Committee of 200" for motion picture theatres cooperating with the Government on National Defense. Vern Young is at present in Florida. He flew down to Miami for the air races.

Some of the boys have already made elaborate plans for the Atlantic City Convention. They expect to fly over from here with Roscoe Turner.

Trueman Rembusch arranged for a group of Hoosiers to talk with Marty Solomon, who is now located in Los Angeles, via his short wave radio set-up. It was quite a kick for all to talk with Marty.

Tent No. 11—Washington

Allen and Cohen Join Tent . . . Two Dental Clinics Donated . . . Other Notes from Capital.

Chief Barker Hardie Meakin sponsored the first luncheon of the season January 13 at the Willard Hotel in honor of John S. Allen, new branch manager for Metro, who left Cincinnati shortly after being elected chief barker of Tent 3 and Max Cohen, new manager of Universal and formerly from New York. Both new barkers graciously acknowledged the honor bestowed on them by the membership. Kings for the day were Harry Cohen, Carlton Duffus and Sol Sorkin and a splendid job they turned in. Speaker's table dignitaries at the Cohen-Allen lunch were Sam Galanty, Harry Brown, Archie Engel, Nelson Bell, Sol Sorkin, Max Cohen, Hardie Meakin, John Allen, Harry Cohen, Sidney Lust, Rudy Berger and Carlton Duffus.

Dedication of the two dental clinics, gift of the club, to Providence and Children's Hospitals, at a cost of $6,000 met a need of Washington for more adequate dental service to children of indigents. Welfare Chairman Rudy Berger made the presentation address and drew, for the most part, from the record of Variety's beginning, which brought new interest and honor to the assembled guests.

Ed Melniker, head of the committee to look after birthdays, anniversaries, sickness, etc., wants the boys to get acquainted with his phone number, NAtional 5639, and wants you to call him on these dates, etc.

Tent No. 12—Minneapolis

Blotcky Back from Vacation . . . Club Activities Start . . . Several Visitors Entertained at Headquarters.

Chief Barker Ben Blotcky is back on the job again after a vacation in floor and from now on club activities will get going on all cylinders. A number of social events and charity raising projects are under consideration and will be announced shortly.

Other club members also are returning from their winter pleasure jaunts. Don Buckley, popular Redwood Falls, Minn., exhibitor and active club member, dropped in to tell about the fun that he had in California. However, he missed out on the Rose Bowl football game because no seats were available except at exorbitant speculator prices.

Moe Levy is back from Florida, Jack Cohan from the same spot and Lou Cohan from Mexico so that 20th-Fox is functioning normally again. All of them are in evidence around the clubrooms, as usual. Lou Holz, Wendy Barrie, Lola Lane and Arline Judge, playing at the Minnesota Theatre, received telegrams from Chief Barker Blotcky inviting them to use the clubrooms during their stay here. Holtz visited the rooms several times and, among other things, enjoyed a pinochle game with Lowell Kaplan and Harry Katz, the latter also a guest.

Tom Burke, Monogram manager in Des Moines, has been renewing old acquaintances around the clubrooms. Mike Kelly, president of the Minneapolis baseball club, back from the south, was a club room visitor. Abe Kaplan is seeking an introduction to Arline Judge, his "dream girl" these many years.

Tent No. 13—Philadelphia

New, Novel Parties Planned . . . Well Known Stars Visit Tent . . . Canvassmen Meet Jan. 13.

Harry Biben, as entertainment chairman, is planning many novel and never before-held parties at the club. House Chairman Henry Friedman sent invitations and courtesy cards to Ozzie Nelson and Harriet Hilliard, Humphrey Bogart and Mayo Methot, and the rest of the show playing at the Earle Theatre. The invitations were accepted. The first meeting of the new Board of Canvassmen will meet on Monday, January 13th, at the clubrooms.

Tent No. 14—Milwaukee

Testimonial for Jimmy Abrose . . . 23 New Members . . . Gran Has Special Meeting of Directors.

Over 100 members of Variety and a score of New York and Chicago executives attended a testimonial dinner Monday night at the Schroeder Hotel in honor of James Abrose who has been made district manager for United Artists. Jimmy leaves Milwaukee for his new post in St. Louis within the coming week. Several gag gifts which included a live goat, roller skates and an elaborate tray of silver were given the honored guest.

L. F. Gran, newly elected barker of tent No. 14, called a special meeting of the board of directors prior to the Abrose dinner where plans were made for the coming year. Al Kvool, Warner-Saxe major domo, reported he had the names of 23 new members on the dotted line. Tent 14 welcomes M. D. Brazee newly appointed district manager for Warner Bros. in Wisconsin.

NO CONNECTION WITH NATIONAL VARIETY

We are advised by National Headquarters that a group in San Francisco with an address at 111 O'Farrell Street, is calling itself a Variety Club. It is some sort of a "Social Club for Actors and Artists."

This is to notify all Barkers and Tents that the above group has no Charter from National Variety and no authorization to use the name. They have been properly notified and steps are being taken to see that they immediately discontinue the use of the name Variety.

Tent No. 18—Dayton

New Theatre to Be Built at FHA Project . . . Sullivan Has New Car and Condron, Ball Bat and Courtesy Card.

Announcement of the erection of a new theatre in North Dayton and of a business section near a 600-family low-rent Federal housing project has been made by Paul Banker and Bob Yendes . . . the theatre will seat 1,100 . . . the lobby will be 65 feet long and 18 feet wide . . . adjacent to the theatre and with an entrance from the foyer will be a restaurant and tap room . . . a super-market, drug store, and one other store will be housed in the three store rooms . . . the building, including two parking lots, covers one acre of land.

Jim Sullivan has most of the boys a bit envious . . . he is now sporting a new car, a black Cadillac roadster . . . not to be outdone, Sully's chief competition, Harry Condron, has come up with a new acquisition . . . it seems as though Condy was walking out of the bank and found a deposit book on the sidewalk containing $209 in cash . . . he left the book and money with the teller . . . the owner several days later rewarded Harry for his honesty . . . he sent him a ball bat and a courtesy card making it possible for Harry to get a pair of ladies' hose free if he purchases 12 pairs first.

The nation's defense program is having an ill effect on Tent 18's charity program . . . an order for an incubator for St. Elizabeth hospital is being held up because of the shortage of aluminum.

Bill Lear is recovering from injuries suffered when his airplane crashed in Florida. . . . Bill was en route from New York to Miami for an air show when the accident occurred.

Tent No. 20—Memphis

Redecoration and Remodeling of Clubrooms Considered . . . Boris Morros to Put on a Show for Tent.

At a recent meeting of the board of directors the future redecoration and remodeling of the club was discussed. Also discussion was held on the future charity drive, which the local tent shall put on each year. Several suggestions were made, including a show put on by Boris Morros, which he agreed to do on his recent visit to Memphis.

It was also brought out at the meeting that the party sponsored by M. A. Lightman, Jr., on Dec. 27, was not only a financial success but a successful one in the way of entertainment. He has been unanimously chosen to sponsor another party in the near future.

Tent No.22—Oklahoma City

Chief Barker Griffith Gets Portfolio . . . Dewey Back from Three Weeks Texas Trip . . . Noble Visits Town.

Well, at last Chief Barker Louis C. Griffith has something to be proud of and thankful for. The National Headquarters recently sent L. C. a very handsome portfolio as a gift, and he is very proud, carrying the portfolio everywhere he goes. Two other recent gifts make L. C. one of the most important personages in both Oklahoma City and the State of Oklahoma. One of them was his election as a director of the Oklahoma City Chamber of Commerce, and the other, his election as Potentate of Indian Temple, AAONMS (Shrine).

Barker Dewey Gibbs, the handsome and energetic manager of Columbia Exchange at Oklahoma City, has just returned from a three weeks' sojourn to various points in Texas.

Barker Sol Davis, property master, is one of the very busiest barkers in Oklahoma City, in taking care of Republic's extensive business. Barker T. B. Noble, of Colorado Springs, Colo., and owner of the State Theatre at Oklahoma City, was here for three days the past week.

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

The "Tennessee Ramblers," hillbilly orchestra, have been signed by Producer Edward Finney for Monogram's "Riding the Cherokee Trail," Tex Ritter's next starring vehicle. Slim Andrews will again appear as Ritter's comedy foil.

Marsha Hunt has been signed for a featured part in "Power Dive," which will be produced by the newly-formed Picture Corporation of America for Paramount release. The picture, which stars Richard Arlen, is scheduled to roll late this month at the Fine Arts studio, under the production supervision of William C. Thomas.

Ingrid Bergman, on loan from David O. Selznick Productions, will remain at the MGM studios for the co-starring role with Spencer Tracy in "Dr. Jekyll and Mr. Hyde," which Victor Fleming will direct. Miss Bergman is now finishing "Rage in Heaven" at the Culver City studio, as co-star with Robert Montgomery.

George Murphy has returned to his home from the Hollywood Hospital where he was seriously ill with influenza bordering on pneumonia. His next assignment will be opposite Ginger Rogers in RKO's "Tom, Dick and Harry."

Ed Brophy goes into two pictures at Warner Bros. He has been signed for "The Bride Came C.O.D.," with James Cagney and Bette Davis, and "Thirty Days Hath September," featuring Eddie Albert, Joan Leslie and Alan Hale.

Carole Landis has been signed to a long-term contract by 20th Century-Fox and will enact the title role in the forthcoming "Belle Star," to be photographed in Technicolor. She will also star in two features annually for Hal Roach.



Actor Tells Director

Cary Grant offers an idea to Producer-director George Stevens and Irene Dunne to improve a scene for "Penny Serenade" at Columbia.

Marion Martin, Dorothy Granger and Esther Howard have been added to the cast of Universal's "The Lady From Cheyenne," which co-stars Loretta Young and Robert Preston. Frank Lloyd is producing and directing.

Vivien Leigh and Laurence Olivier, who recently completed work in Alexander Korda's "That Hamilton Woman," formerly known as "Lady Hamilton," have arrived in Lisbon aboard the American Export liner, Excambion, and will fly to London immediately. Olivier will offer his services to the British Government.

Unless other picture assignments interfere, J. Carrol Naish will leave for England shortly to play the lead in Paramount's "Hatter's Castle." The role is one of the finest character parts ever written, and Naish is willing to dodge German bombs to do it.

Reinhold Schunzel has selected Del Monte, California, as his first location site for "New Wine," the William Sekely production for United Artists, which will star Ilona Massey. The story is woven around the life of Franz Schubert.

With the three Range Busters, Ray Corrigan, John King and Max Terhune, on personal appearance tours, Producer George W. Weeks will hold back the filming of "Tumbledown Ranch in Arizona" until February 21.

Marjorie Main has been added to the cast of MGM's "A Woman's Face," which co-stars Joan Crawford and Melvyn Douglas. Others signed for important parts include Conrad Veidt, Donald Meek and Connie Gilchrist. The picture is slated to roll late this month under the direction of George Cukor.

Charles Ray and Gertrude Astor, silent picture stars, have been signed by Universal for roles in "The Man Who Lost Himself," Brian Aherne-Kay Francis co-starrers.

Republic's "Bad Man From Rio," with only a few more days' work to wind up, was forced to suspend because of rain and mud on location sites. Delay has caused Don Barry, who stars, to postpone the start of his p.a. tour. Producer-director George Sherman expects to get started again as soon as the weather clears.

"Highway 99" will mark the return of Jane Wyman to the screen, following the birth of her baby two weeks ago. Warner Bros. is considering Humphrey Bogart for the male lead and Raoul Walsh as director.

Jack Haley, away from Hollywood for the past 18 months, will be seen in one of the top comedy spots in 20th Century-Fox' "Miami." Haley checks in at the studio next week to start preparations for his role.

Universal Studio Working On Five Big Productions

Five new large-scale productions are being launched by Universal, taxing the studio's facilities to the limit and making the lot the busiest it has been in months. Three of the five are already before the cameras. They include "The Lady From Cheyenne," Frank Lloyd's inaugural production for Universal release, starring Loretta Young with Robert Preston; Marlene Dietrich's new starring vehicle, "The Flame of New Orleans"; and "The Man Who Lost Himself," starring Brian Aherne and Kay Francis.

Also set for immediate start are "Model Wife," the Dick Powell-Joan Blondell co-starrer, and "Mr. Dynamite," with Lloyd Nolan and Irene Hervey. The former has Leigh Jason as its producer-director and the latter will be directed by John Rawlins. Several other important productions are scheduled for early shooting. These will include "Unfinished Business," starring Irene Dunne under the direction of Gregory La Cava, and "Oh, Charlie," an Abbott and Costello starrer.

"Gold" Budget Upped

Production budget on "Pot O' Gold," James Roosevelt's first for United Artists, has been increased to a total cost of $850,000. Two big review numbers will be added, under the direction of Larry Ceballos, one featuring Paulette Goddard and Horace Heidt's band, and the other James Stewart, who will sing on the screen for the first time and also play the harmonica.

Ruggles Scouts Locations

Wesley Ruggles, Columbia producer-director, left for Phoenix and other points in Southern Arizona to scout locations for his forthcoming production, "The Doctor's Husband." Claude Binyon, who is writing the screenplay, accompanied Ruggles on the trip. Shooting is scheduled to start in about three weeks.

Ratoff Checks in at Paramount

Gregory Ratoff checked in at the Paramount studios to start preparations for immediate production of "Tonight Is Ours," in which Loretta Young will be starred. This story of a celebrated ballerina, is adapted from the novel by Lady Eleanor Furneaux Smith. Ratoff will produce and direct.

Bowman Borrowed by Universal

Lee Bowman has been borrowed by Universal from MGM for an important role in "Model Wife," which co-stars Dick Powell and Joan Blondell. The picture is slated to start in a few days under the direction of Leigh Jason.

Moreno Stages Comeback

Antonio Moreno, one of the most popular stars of silent screen days, will stage a comeback in a small but important role in RKO's "They Met in Argentina."

HOLLYWOOD STUDIO ROUND-UP

Only seven new pictures went into production this week:

COLUMBIA

THREE SCRATCHES—Principals: Ralph Bellamy, Margaret Lindsay, Charley Grapewin, Anna May Wong. Director, James Hogan.

MONOGRAM

RIDIN' THE CHEROKEE TRAIL—Principals: Tex Ritter, Slim Andrews, Betty Miles. Director, Spencer Gordon Bennett.

PARAMOUNT

MEN OF ACTION—Principals: William Boyd, Russell Hayden, Andy Clyde, Bernice Kay. Director, Leslie Selander.

RKO-RADIO

SUNNY—Principals: Anna Neagle, John Carroll, Ray Bolger, May Robson. Producer-Director, Herbert Wilcox.

20th CENTURY-FOX

BLOOD AND SAND (Technicolor)—Principals: Tyrone Power, Linda Darnell, Alan Curtis, Laird Cregar. Director, Rouben Mamoulian.

UNIVERSAL

MODEL WIFE—Principals: Joan Blondell, Dick Powell, Charles Ruggles, Lee Bowman. Producer-Director, Leigh Jason.

WARNER BROTHERS

STRANGE ALIBI — Principals: Arthur Kennedy, Joan Perry, Minor Watson. Director, D. Ross Lederman.

Bolger Arrives for "Sunny"

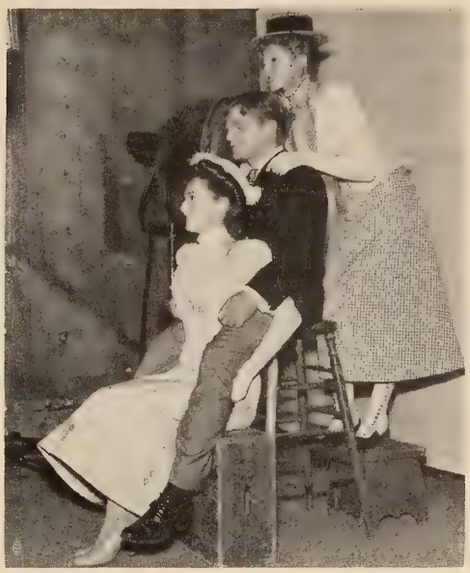
Ray Bolger arrived in Hollywood from New York to begin rehearsals for his dance specialties in RKO's "Sunny," which Herbert Wilcox will produce and direct. The picture stars Anna Neagle and includes Edward Everett Horton and Paul and Grace Hartman in the cast. Leon Leonidoff, famed dance maestro, will create the dance numbers for the filmusical.

Taurog Arranges P.A. at Boys Town

At the request of Norman Taurog, MGM director, Gracie Fields, British comedienne, will make a special personal appearance at Boys Town when she appears in Omaha, Neb., for the British War Relief. Taurog has become intensely interested in Boys Town since directing "Boys Town" and "Men of Boys Town" for MGM.

Malvern Preps "Wolf"

Producer Paul Malvern has set January 20 as the starting date for "Sign of the Wolf," second Jack London story which he will produce for Monogram. Leading players and director will be announced in a few days.



Fun on the Set

The lucky guy in the middle is James Cagney. The girls are Olivia de Havilland and Rita Hayworth. They're clowning during an off-stage moment while Warner Bros.' "Strawberry Blonde" is in production.

Ex-Prop Man Wins Long Term Director Contract

To the distinguished company of important motion picture directors who rose from the status of movie prop man, a new name has been added. This newest of Hollywood's full-fledged directors is Derwin Abrahams, who has just completed his first picture, "Border Vigilantes," 34th of the Hopalong Cassidy series for Harry Sherman.

After screening a rough cut of the picture, Sherman placed Abrahams on a term contract to direct later episodes of the series. He is enthusiastic about Abraham's results in his first directorial effort.

Abrahams started in movie production as a prop man. Other directors who have risen from that occupation include Henry Hathaway, William A. Wellman, Norman Taurog, James Hogan and several other top megaphonists.

Start Recording on "Sis Hopkins"

Musical numbers for Republic's "Sis Hopkins," next Judy Canova starrer, were started by Cy Feuer, head of the studio's music department. Songs to be recorded include "That Ain't Hay," "Cracker Barrel County," "Well, Well," "Look at You, Look at Me" and "If You're in Love." All of the numbers were written by Frank Loesser and Jule Styne.

Five Stars At One Time

Jack L. Warner in charge of production and Hal B. Wallis, executive producer, elevated five players to stardom as a result of their work in 1940 Warner pictures. Each player received a golden star symbolic of his new rank. Left to right are Wallis, Dennis Morgan, Brenda Marshall, James Stephenson, Ronald Reagan, Jack Warner and Eddie Albert.



WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Gene Autry and William Boyd, No. 1 and 2 western boxoffice stars deserve a lot of credit for their work on the screen, but we all seem to forget Smiley Burnette, Gene's first in command, and Russell Hayden, Bill's side-kick . . . who keep on turning in swell jobs in every picture they're in.

Very few people know that Richard Thorpe, MGM director, handled the megaphone for 72 westerns in the early days of his career. We wonder if that's the reason his last three, "Twenty Mule Team," "Wyoming" and "The Bad Man," all with a western theme, boosted Wallace Beery among the top male stars for 1940.

Looks like Sam Wood's troubles are over, as far as finding a leading man for this current RKO assignment, "The Devil and Miss Jones." The report has it that Robert Cummings has been borrowed from Universal for the role, and it sure looks like a swell choice . . . and an excellent break for Bob.

Republic has "The Great Train Robbery" on its early shooting schedule, but insist it's not the same story made by Thomas Edison in 1909. Leave it to Hollywood, to develop new ways of robbery.

The newspaper critics are in for another of the "see-the-world" tours. Universal will transport them from key cities, by plane and train, to cover the premiere of "Back Street" at Miami, Florida, on February 4. Nice work if you can get it.

The ASCAP-BMI fight will chase a couple of million people back to the movies. After listening to "Ida" for the sixteenth time the other night, we packed up and did just that . . . and on the only week-day we had off from a preview. The wise showman should know how to cash in on it for some extra dough.

If all the pictures assigned to Producer Sol Siegel are made by Paramount, Sol will have to work twenty-four hours a day for the next two years . . . and still have about a dozen left over.

Advance Dope

Dates Shown Are Release Dates

This department is primarily intended to convey important information regarding product on which no press book or ad material are available. Showmen who run pictures pre-release will find it a valuable source. Listings will appear but once.

SCATTERGOOD BAINES

RKO-Radio **Drama** **Feb. 21**

Selling Names: Guy Kibbee, Dink Trout, Carol Hughes, John Archer, Emma Dunn.
Director: Christy Cabanne.
Producer: Jerrold T. Brandt.
Story Idea: Guy Kibbee, small town storekeeper, is a leading figure in Coldriver. As chairman of the school board, he helps the citizens select a new sixth-grade teacher, Carol Hughes, from a not-very-alluring photograph. When Carol arrives, Kibbee discovering that she is a "looker" makes her change her appearance to match the photo. John Archer, attorney, falls in love with Carol and when he discovers her real looks and background, leaves in a jealous huff, but Kibbee straightens everything out.
Catchline: "One of America's most fictionized characters brought to the screen."

MEN OF BOYS TOWN

MGM **Drama** **Not Set**

Selling Names: Spencer Tracy, Mickey Rooney, Larry Nunn, Henry O'Neill, Mary Nash, Lee J. Cobb.
Director: Norman Taurog.
Producer: John Considine.
Story Idea: Spencer Tracy hopes to enlist the financial aid of Henry O'Neill and his wife, Mary Nash, in the expansion of Boys Town. His latest recruit is Larry Nunn, a crippled boy who had been convicted of manslaughter for killing a brutal reform school guard. Mickey Rooney, Mayor of Boys Town, is adopted by O'Neill and his wife, but Mickey comes back because he is unhappy away from Tracy. The O'Neills then win over Larry, have him cured—and also assure Tracy of their financial support.
Catchline: "The city of little men."

PRAIRIE PIONEERS

Republic **Western** **Not Set**

Selling Names: Robert Livingston, Bob Steele, Rufe Davis, Robert Kellard, Esther Estrella, Davidson Clark.
Director: Lester Orlebeck.
Assoc. Producer: Lou Gray.
Story Idea: The Three Mesquiteers are leading a train of American pioneers into California, when they suddenly notice four Americans being pursued by Spanish vaqueros. They learn from the Spanish leader, Robert Kellard, that the men have been trying to steal his land. Kellard takes the Three Mesquiteers back to his ranch with him and there they discover that the four Americans head a crooked gang who are determined to drive everyone out of the area, so that they can take over the land for gold mining.
Catchline: "The Three Mesquiteers dispose of a gang of tough hombres."

SHOW BUSINESS

RKO-Radio **Comedy** **March 21**

Selling Names: Alan Mowbray, Donald MacBride, Elyse Knox, Elisabeth Risdon, Lee Bonnell, Bradley Page.
Director: Irving Reis.
Producer: Howard Benedict.
Story Idea: Alan Mowbray and Donald MacBride are a couple of New York theatrical producers trying to get financial backing for their play. They accidentally learn that their leading man, Lee Bonnell, is affianced to Elyse Knox, a girl with money. But, they also discover that the purse strings are held by Elyse's aunt, Elisabeth Risdon. So they set out to remove all obstacles and end up by having a smash hit on their hands.
Catchline: "A whirl-wind comedy about show folk."

LAS VEGAS NIGHTS

Paramount **Musical Comedy** **March 28**

Selling Names: Phil Regan, Bert Wheeler, Tommy Dorsey and his orchestra, Constance Moore, Lillian Cornell.
Director: Ralph Murphy.
Producer: William LeBaron.
Story Idea: Phil Regan, a playboy rancher, meets Constance Moore (part of a vaudeville troupe) in Las Vegas, where Constance has come to collect a legacy. Regan's dad has asked Hank Ladd to get the property for him as cheaply as possible. When Regan hears of this trickery, he works Bert Wheeler, supposed representative of another concern, against Ladd, and in this way gets a fat price for Constance. In the meantime Tommy Dorsey signs up Constance and the rest of the troupe, as permanent entertainers with his band.
Catchline: "A zaney comedy of a wide-open city."

SCOTLAND YARD

20th Century-Fox **Drama** **Feb. 28**

Selling Names: Nancy Kelly, Edmund Gwenn, John Loder, Henry Wilcoxon.
Director: Norman Foster.
Exec. Producer: Sol M. Wurtzel.
Story Idea: When Henry Wilcoxon, England's number one bank robber, is brought to an English hospital after Dunkirk, the surgeons reconstruct his blasted face from a picture found in a locket on his person. This makes him look like John Loder, so he is accepted by Nancy Kelly, Loder's wife, as her husband. He is finally exposed by Nazi agents and in order to protect Nancy admits his guilt. Edmund Gwenn of Scotland Yard, comes to his rescue; denies knowing him as Wilcoxon and sends him back to Nancy as Loder.
Catchline: "A romantic interlude that paid big dividends."

MURDER ON THE SECOND FLOOR

Warner Brothers **Drama** **Not Set**

Selling Names: Heather Angel, Bruce Lester, Frieda Inescort, Miles Mander.
Director: D. Ross Lederman.
Producer: William Jacobs.
Story Idea: Bruce Lester, a well-known playwright, lives at a lodging house run by Heather Angel's mother, in order to draw from life a story for his next play. One sees the happenings as he builds them up and just as the police arrive to arrest the murderer, Lester folds the manuscript from which he has been reading and the comments from all the boarders are heard indicating their mingled emotions towards the events of crime and intrigue that had been associated with their names.
Catchline: "Fictionized happenings in the lives of everyday people."

MURDER AMONG FRIENDS

20th Century-Fox **Drama** **March 14**

Selling Names: John Hubbard, Marjorie Weaver, Cobina Wright, Jr., Mona Barrie.
Director: Ray McCarey.
Assoc. Producers: Walter Morosco and Ralph Dietrich.
Story Idea: Marjorie Weaver, a clerk in a law office, finds an insurance policy that has been the direct cause of a group of murders. She contacts John Hubbard, a doctor, who is next on the list, and enlists his aid in uncovering the culprit. Together they try to follow up all the survivors of the original group named in the policy, but each time arrive too late to save the victim. A peculiar habit of the murderer leads to his capture.
Catchline: "He unsuspectingly left his own signature at the scene of the perfect crime."

BAD MAN FROM RIO

Republic **Western** **Feb. 14**

Selling Names: Don Barry, Virginia Carroll, Milburn Stone, Rex Lease.
Assoc. Producer-Director: George Sherman.
Story Idea: Don Barry and Virginia Carroll are left the entire holdings of Virginia's uncle when he dies. This does not please Milburn Stone, who had planned on marrying Virginia and gaining possession of the ranch. All Stone's attempts to dispose of Barry are frustrated by an unknown called "The Wolf." Finally caught in a web of his own making, Stone is forced to confess his crimes.
Catchline: "Caught in a web of his own making."

ZIEGFELD GIRL

MGM **Drama** **Not Set**

Selling Names: James Stewart, Judy Garland, Hedy Lamarr, Tony Martin, Lana Turner, Jackie Cooper.
Director: Robert Z. Leonard.
Producer: Pandro S. Berman.
Story Idea: Lana Turner, an elevator operator; Judy Garland, young vaudeville performer and Hedy Lamarr, all become Ziegfeld girls. Lana's success goes to her head and she ends up by quarreling with her truck-driver boy-friend, James Stewart, and eventually dies from a fall downstairs. Judy becomes a hit and gets a job in the show for her father, Charles Winninger. Hedy Lamarr, whose beauty got her in in the first place, eventually quits the show because her husband, Philip Dorn, has won his first concert success.
Catchline: "Story behind the youngsters who make up the famous Follies."

Rodnok's Lucky 13 Ads

Thirteen is a lucky number for Manager Steve Rodnok of the Oaks Theatre, Oakmont, Pa. It so happens that thirteen merchants cooperated with Steve on a double-truck ad layout on "Boom Town" which featured a puzzle contest. In each ad was a portion of a scene from the picture. Readers were required to cut out the pieces and paste them together to form the scene. Two tickets each were awarded the first ten best entries.

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE; b—BOX OFFICE SLANT.
Initial Before Release Indicates Audience Suitability: (F) Family. (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars		Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel			Reissued
Crooked Circle (C)	70	Zasu Pitts-Jimmy Gleason	(F)	9/15/40	Reissued
Everything Is Rhythm (Mu)	60	Harry Roy & Band		7/22/39	Not Rev.
Framed for Murder (D)		Wallace Ford-Fuzzy Knight		12/2/40	In Prod.
Hell's Angels (D)	100	Lyon-Harlow-Hall		1/10/40	Reissued
Hell's Crossroads (D)		Tom Keene-John Qualen (Former title "Our Daily Bread")	(A)	8/2/40	Reissued
Hell's House (D)	70	Bette Davis-Pat O'Brien		8/2/40	Reissued
Monster Walks (My-D)	60	Mischa Auer		7/6/40	Reissued
Murder at the Baskervilles		Arthur Wontner		10/15/40	Not Rev.
Out of Singapore (D)	76	Noah Beery-Dorothy Burgess		6/24/39	Reissued
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak			Reissued
Sky Devils (C-D)	88	Spencer Tracy		9/1/40	Reissued
Tumbleweeds (W)	86	William S. Hart		5/1/39	Reissued
U-67 (D)	60	Alan Hale-Claude Allister		8/1/39	Reissued
Vengeance of the Deep (D)	70	Lloyd Hughes	(F)	2/15/40	b3/2/40

COLUMBIA

Current 1939-40

Angels Over Broadway (D)	79	Doug. Fairbanks, Jr.-R. Hayworth	(A)	9/30/40	b10/12/40
Babies for Sale (D)	64	Rochelle Hudson-Glenn Ford	(A)	5/16/40	b5/18/40
Before I Hang (D)	63	Boris Karloff-Evelyn Keyes	(F)	9/17/40	b10/12/40
Behind the Maginot Line (D)	82	Rex Harrison-Karen Verne (Reviewed as "Ten Days in Paris")	(F)	4/30/40	b10/21/39
Blazing Six Shooters (W)	61	Charles Starrett-Iris Meredith	(F)	4/4/40	b3/16/40
Blondie Has Servant Trouble (C)	69	Penny Singleton-Arthur Lake	(F)	7/25/40	b7/27/40
Blondie on a Budget (C)	73	Penny Singleton-Arthur Lake	(F)	2/29/40	b3/2/40
Bullets for Rustlers (W)	58	Charles Starrett-Lorna Gray		3/5/40	a11/25/39
Convicted Woman (D)	66	Hudson-Lane-Lang	(A)	1/31/40	b3/2/40
Doctor Takes a Wife (C)	88	Loretta Young-Ray Milland	(A)	4/25/40	b4/27/40
Five Little Peppers at Home (D)	65	Edith Fellows-Clarence Kolb	(F)	2/8/40	b5/4/40
Five Little Peppers in Trouble (D)	64	Edith Fellows-Tommy Bond	(F)	9/1/40	b1/18/41
Girls of the Road (D)	61	Ann Dvorak-Helen Mack-L. Lane	(A)	6/20/40	b7/27/40
Glamour for Sale (D)	59	Anita Louise-Roger Pryor	(A)	9/27/40	b11/9/40
He Stayed for Breakfast (C)	89	Loretta Young-Melvyn Douglas	(A)	8/22/40	b8/10/40
His Girl Friday (C)	92	Grant-Russell-Bellamy	(A)	1/18/40	b1/6/40
Howards of Virginia (H-D)	117	Cary Grant-Martha Scott-Carlson	(F)	9/19/40	b8/31/40
I Married Adventure	78	Travelogue Feature	(F)	7/24/40	b8/3/40
Island of Doomed Men (D)	67	Peter Lorre-Rochelle Hudson	(A)	5/20/40	b6/8/40
Lady in Question (D)	81	Brian Aherne-Rita Hayworth	(A)	8/7/40	b8/10/40
Lone Wolf Meets a Lady (My)	71	Warren William-Jean Muir	(F)	5/30/40	b5/18/40
Lone Wolf Strikes (My-D)	66	Warren William-Joan Perry	(A)	1/26/40	b1/27/40
Mad Men of Europe (D)	72	Edmund Gwenn-Mary Maguire	(F)	6/3/40	b5/25/40
Man from Tumbleweeds (W)	59	Bill Elliott-Iris Meredith		5/2/40	a5/25/40
Man with Nine Lives (D)	73	Boris Karloff-Jo Ann Sayers	(A)	4/18/40	b4/20/40
Men Without Souls (D)	62	Jean Parker-Litel-Rochelle Hudson	(A)	3/14/40	b5/18/40
Military Academy (D)	66	Tommy Kelly-Bobby Jordan	(F)	7/18/40	b7/20/40
Music in My Heart (Mu-C)	70	Tony Martin-Rita Hayworth	(F)	1/10/40	b12/30/39
Outside the 3-Mile Limit (D)	65	Jack Holt-Irene Ware	(F)	3/7/40	b2/17/40
Out West with the Peppers (D)	62	Edith Fellows-Dorothy Peterson	(F)	6/30/40	b7/20/40
Passport to Alcatraz (D)	60	Jack Holt-Cecelia Callejo	(A)	6/6/40	b5/25/40
Pioneers of the Frontier (W)	58	Bill Elliott-Linda Winters	(F)	2/1/40	b2/24/40
Return of Wild Bill (W)	60	Bill Elliott-Iris Meredith	(F)	6/27/40	b7/13/40
Secret Seven (D)	62	Bruce Bennett-Florence Rice	(F)	8/15/40	b8/17/40
Texas Stagecoach (W)	59	Chas. Starrett-Iris Meredith	(F)	5/23/40	b3/30/40
Too Many Husbands (C)	84	Arthur-MacMurray-Douglas	(A)	3/21/40	b3/9/40
Twenty-one Days Together (D)	72	Vivien Leigh-Laurence Olivier (Reviewed as "Three Weeks Together")	(A)	5/16/40	b4/6/40
Two-Fisted Rangers (W)	62	Chas. Starrett-Iris Meredith	(F)	1/4/40	b1/13/40

Current 1940-41

Arizona (D)	128	Jean Arthur-Holden-William	(A)	12/25/40	b11/23/40
Beyond the Sacramento (W)	57	Bill Elliott-Evelyn Keyes (Former title "Ghost Guns")		11/14/40	a9/14/40
Blondie Plays Cupid (C)	68	Penny Singleton-Arthur Lake	(F)	10/31/40	b11/2/40
Durango Kid (W)	60	Chas. Starrett-Luana Walters	(F)	8/15/40	b8/31/40
Ellery Queen, Master Detective (My-D)	68	Ralph Bellamy-Margaret Lindsay	(F)	11/30/40	b11/30/40
Escape to Glory (C-D)	74	Constance Bennett-Pat O'Brien	(A)	11/28/40	b11/23/40
Face Behind the Mask (D)		Peter Lorre-Evelyn Keyes		1/16/41	a12/21/40
Fugitive from a Prison Camp (D)	59	Jack Holt-Marian Marsh	(F)	9/5/40	b8/10/40
Girls Under 21	62	Paul Kelly-Rochelle Hudson	(F)	10/24/40	b11/16/40
Great Plane Robbery (D)	53	Jack Holt-Vicki Lester	(A)	12/9/40	b11/23/40
Lone Wolf Keeps a Date (C-D)	64	Warren William-Frances Robinson	(A)	11/23/40	b11/23/40
Nobody's Children (D)	65	Edith Fellows-Lois Wilson		10/17/40	a8/31/40
Phantom Submarine (D)	70	Anita Louise-Bruce Bennett		12/20/40	a11/9/40
Pinto Kid (W)	61	Charles Starrett-Louise Currie		1/9/41	a7/13/40
Prairie Schooners (W)	58	Bill Elliott-Evelyn Young	(F)	9/30/40	b11/9/40
So You Won't Talk? (C)	69	Joe E. Brown-Frances Robinson	(F)	10/3/40	b9/28/40
This Thing Called Love (C)	95	Melvyn Douglas-Rosalind Russell	(A)	1/2/41	b12/28/40
Thundering Frontier (W)	57	Charles Starrett-Iris Meredith	(F)	12/5/40	b9/21/40
West of Abilene (W)	58	Charles Starrett-Marjorie Cooley	(F)	10/21/40	b7/20/40
Wildcat of Tucson (W)	59	Bill Elliott-Evelyn Young		12/31/40	a10/26/40

Coming 1940-41

Adam Had Four Sons (D)		Warner Baxter-Ingrid Bergman (Former title "Legacy")		2/1/41	a11/9/40
Across the Sierras (W)		Bill Elliott-Luana Walters		2/13/41	a11/16/40
Blondie Goes Latin (C)		Penny Singleton-Arthur Lake		2/27/41	a12/14/40
Devil Commands		Boris Karloff-Amanda Duff		2/3/41	a12/14/40
Fight for Life (Doc)	69	Myron McCormick-Storrs Haynes	(A)		b6/22/40
Great Swindle (D)		Jack Holt-Marjorie Reynolds (Former title "Tampered Evidence")			a6/29/40
Lone Wolf Takes a Chance (My)		Warren William-June Storey			a11/11/40
Outlaws of the Panhandle (W)	59	Chas. Starrett-Frances Robinson		2/27/41	a8/31/40
Penny Serenade (C)		Irene Dunne-Cary Grant			a12/21/40
Return of Boston Blackie (D)		Chester Morris-Rochelle Hudson		2/20/41	a11/11/41
They Dare Not Love (D)		Martha Scott-George Brent			In Prod.
Three Scratches (My)		Ralph Bellamy-Margaret Lindsay			In Prod.

DISNEY

Fantasia (FA)	150	Technicolor Cartoon	(F)		b11/16/40

MGM

Current 1939-40

And One Was Beautiful (D)	70	Jean Muir-Robert Cummings	(A)	4/5/40	b4/6/40
Andy Hardy Meets Debutante (C)	86	Mickey Rooney-Lewis Stone	(F)	7/5/40	b7/6/40
Boom Town (D)	120	Gable-Tracy-Lamarr-Colbert	(A)	8/30/40	b8/10/40
Broadway Melody of 1940 (D)	100	Powell-Astaire-Murphy	(F)	2/9/40	b2/10/40
Captain Is a Lady (C)	65	Coburn-Billie Burke-B. Bondi	(F)	6/21/40	b6/29/40
Congo Maisie (C-D)	70	Sothern-Carroll-Johnson	(F)	1/19/40	b1/20/40
Dr. Kildare's Strange Case (D)	78	Lionel Barrymore-Lew Ayres	(F)	4/12/40	b4/6/40
Earl of Chicago (C-D)	87	Montgomery-Owen-Arnold	(A)	1/5/40	b1/6/40
Edison the Man (D)	107	Spencer Tracy-Rita Johnson	(F)	5/10/40	b5/25/40
Florian (D)	93	Robert Young-Helen Gilbert	(F)	3/29/40	b3/30/40
Forty Little Mothers (C)	90	Eddie Cantor-Rita Johnson	(F)	4/26/40	b4/20/40
Ghost Comes Home (C)	78	Frank Morgan-Billie Burke	(F)	3/8/40	b3/2/40
Golden Fleecing (C-D)	70	Rita Johnson-Lew Ayres	(F)	8/16/40	b8/24/40
Gold Rush Maisie (C)	82	Ann Sothern-Lee Bowman	(F)	7/26/40	b8/3/40

MGM

Current 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
I Love You Again (C)	99	Wm. Powell-Myrna Loy	(A)	8/9/40	b8/10/40
I Take This Woman (D)	97	Spencer Tracy-Hedy Lamarr	(A)	2/1/40	b2/3/40
Lambeth Walk (C)	66	Lupino Lane-Sally Gray	(F)	1/26/40	b1/27/40
Man from Dakota (D)	75	Wallace Beery-Dolores Del Rio	(A)	2/16/40	b2/24/40
Mortal Storm (D)	100	Margaret Sullavan-Jas. Stewart	(F)	6/14/40	b6/15/40
New Moon (D)	102	Jeanette MacDonald-Nelson Eddy	(F)	6/28/40	b6/15/40
Northwest Passage (D)	126	Tracy-Young-Brennan (Tech.)	(A)	2/23/40	b2/10/40
Phantom Raiders (My)	70	Walter Pidgeon-Florence Rice	(F)	5/31/40	b6/1/40
Pride and Prejudice (C-D)	117	Greer Garson-L. Olivier	(F)	8/2/40	b7/13/40
Shop Around the Corner (C)	100	Margaret Sullavan-J. Stewart	(A)	1/12/40	b1/6/40
Sporting Blood (D)	82	R. Young-M. O'Sullivan-L. Stone	(F)	7/12/40	b7/13/40
Strange Cargo (D)	113	Gable-Crawford-Hunter	(A)	3/1/40	b3/2/40
Susan and God (D)	117	Joan Crawford-Fredric March	(A)	6/7/40	b6/8/40
20 Mule Team (D)	84	Wallace Beery-Leo Carrillo	(F)	5/3/40	b5/4/40
Two Girls on Boadway (Mu-D)	73	Turner-Murphy-Blondell	(F)	4/19/40	b4/27/40
Waterloo Bridge (D)	107	Vivien Leigh-Robert Taylor	(A)	5/17/40	b5/18/40
We Who Are Young (D)	78	Lana Turner-John Shelton	(A)	7/19/40	b7/20/40
Young Tom Edison (D)	84	Mickey Rooney-Virginia Weidler	(F)	3/15/40	b2/17/40

Current 1940-41

Bittersweet (Tech.) (Mu)	94	Jeanette MacDonald-Nelson Eddy	(F)	11/8/40	b11/16/40
Comrade X (C)	88	Clark Gable-Hedy Lamarr	(A)	12/13/40	b12/7/40
Dr. Kildare Goes Home (D)	80	Barrymore-Ayres-Day	(F)	9/6/40	b9/7/40
Dr. Kildare's Crisis (D)	74	L. Barrymore-Ayres-Rob't Young	(F)	11/29/40	b12/7/40
Dulcy (C)	73	A. Sothern-Ian Hunter-B. Burke	(F)	10/4/40	b10/5/40
Escape (D)	104	Norma Shearer-Robert Taylor	(A)	11/1/40	b11/2/40
Flight Command (D)	115	Robt. Taylor-Ruth Hussey	(F)	1/3/41	b12/21/40
Gallant Sons (My-D)	76	Jackie Cooper-Gene Reynolds	(F)	11/15/40	b11/16/40
Gone With the Wind (D)	228	Gable-Leigh-Howard (Tech.)	(F)	1/17/41	b12/16/39
Go West (C)	82	Marx Brothers	(F)	12/6/40	b12/14/40
Haunted Honeymoon (C-D)	82	Robt. Montgomery-C. Cummings	(A)	9/20/40	b8/31/40
Hullabaloo (C)	77	Frank Morgan-Billie Burke	(F)	10/25/40	b11/2/40
Keeping Company (D)	78	John Shelton-Ann Rutherford	(F)	12/20/40	b1/4/41
Little Nellie Kelly (Mu-C)	98	Judy Garland-Geo. Murphy	(F)	11/22/40	b11/16/40
Maisie Was a Lady (C)	79	Ann Sothern-Maureen O'Sullivan	(A)	1/10/41	b1/11/41
Philadelphia Story (C)	110	Katharine Hepburn-James Stewart	(A)	1/17/41	b11/30/40
Sky Murder (My)	72	Walter Pidgeon-Donald Meek	(F)	9/27/40	b9/28/40
Strike up the Band (Mu-C)	120	Mickey Rooney-Judy Garland	(F)	9/27/40	b9/21/40
Third Finger, Left Hand (C)	96	Myrna Loy-Melvyn Douglas	(A)	10/11/40	b10/12/40
Wyoming (C-D)	87	Wallace Beery-Marjorie Main	(A)	9/13/40	b9/14/40

Coming 1940-41

Andy Hardy's Private Secretary (C)		Mickey Rooney-Lewis Stone			In Prod.
Bad Man		Wallace Beery-Lionel Barrymore		2/13/41	In Prod.
Billy the Kid (Tech.)		Rob't Taylor-Maureen O'Sullivan			In Prod.
Blonde Inspiration		Shelton-Grey-Dekker-Nolan		2/6/41	In Prod.
Come Live With Me (D)		James Stewart-Hedy Lamarr		1/31/41	a11/23/40
Free and Easy		Ruth Hussey-Robert Cummings			In Prod.
Land of Liberty (Doc)	98	Special Subject	(F)	1/24/41	b11/11/41
Men of Boys Town (D)		Spencer Tracy-Mickey Rooney			a1/18/41
Rage in Heaven		Rob't Montgomery-Ingrid Bergman			In Prod.
Roosty (D)		Lionel Barrymore-Edw. Arnold			In Prod.
Trial of Mary Dugan (D)		Laraine Day-Robert Young			In Prod.
Wild Man of Borneo (C)		Frank Morgan-Billie Burke		1/24/41	a11/23/40
Ziegfeld Girl (Mu)		Stewart-Garland-Lamarr-Martin			a1/18/41

MONOGRAM

Current 1939-40

Arizona Frontier (W)	55	Tex Ritter-Evelyn Finley	(F)	8/19/40	b8/31/40
Boys of the City (C-D)	63	East Side Kids	(F)	7/15/40	b7/20/40
Chasing Trouble (D)	64	F. Darro-Marjorie Reynolds	(F)	1/30/40	b2/3/40
Cheyenne Kid (W)	49	Jack Randall-Louise Stanley	(F)	2/24/40	b2/3/40
Covered Wagon Trails (W)	52	Jack Randall	(F)	4/10/40	b5/11/40
Cowboy from Sundown (W)	58	Tex Ritter	(F)	5/9/40	b5/11/40
Danger Ahead (D)	60	James Newill-Dorothea Kent	(F)	1/10/40	b7/6/40
Doomed to Die (My)	67	Boris Karloff-Marjorie Reynolds	(F)	8/5/40	b8/3/40
East Side Kids (D)	62	Ames-Moore-Bryant-Barnett	(F)	2/10/40	b2/24/40
Fatal Hour (My-D)	60	Boris Karloff-Marjorie Reynolds	(F)	1/15/40	b1/20/40
Golden Trail (W)	52	Tex Ritter	(F)	7/3/40	b7/6/40
Haunted House (D)	70	Marcia Mae Jones-Jackie Moran	(F)	7/22/40	b7/20/40
Hidden Enemy (D)	63	Warren Hull-Kay Linaker	(F)	1/20/40	b4/13/40
Human Monster (D)	73	Bela Lugosi	(F)	3/9/40	b3/9/40
Kid From Santa Fe (W)		Jack Randall		5/23/40	a4/27/40
Land of the Six Guns (W)	54	Jack Randall-Louise Stanley	(F)	5/2/40	b6/29/40
Last Alarm (D)	61	Warren Hull-Polly Ann Young	(F)	6/25/40	b7/6/40
Laughing at Danger (D)	62	Frankie Darro-Joy Hodges	(F)	8/12/40	b8/3/40
Midnight Limited (D)	61	John King-Marjorie Reynolds	(F)	3/20/40	b3/23/40
Missing People	69	Will Fyffe-Kay Walsh	(F)	8/19/40	b11/9/40
Murder on the Yukon (W)		James Newill-Polly Ann Young		2/17/40	a2/3/40
Mysterious Mr. Reeder	63	Will Fyffe	(A)	4/30/40	b5/11/40
On the Spot (D)	61	Frankie Darro-Mary Kornman	(F)	6/11/40	b6/8/40
Pals of the Silver Sage (W)	52	Tex Ritter-Sugar Dawn	(F)	4/20/40	b5/4/40
Pioneer Days (W)	51	Jack Randall-June Willkins	(F)	1/25/40	b2/10/40
Queen of the Yukon (D)	73	Chas. Bickford-Irene Rich	(F)	8/26/40	b9/14/40
Rainbow Over the Range (W)	59	Tex Ritter-Dorothy Fay	(F)	7/29/40	b8/3/40
Riders From Nowhere (W)	45	Jack Randall-Margaret Roach		6/6/40	a4/27/40
Rhythm of the Rio Grande (W)	53	Tex Ritter-Susan Dale	(F)	3/2/40	b4/27/40
Secret Four (D)	85	Sinclair-Lee-Lawton	(F)	1/15/40	b12/30/39
Sky Bandits		James Newill (Former title "Phantom Pilot")		4/15/40	a3/16/40
Son of the Navy (D)	72	James Dunn-Jean Parker	(F)	3/30/40	b4/6/40
Tomboy (D)	70	Marcia Mae Jones-Jackie Moran	(F)	4/20/40	b4/27/40
Torpedo Raider (D)	70	Barry Mackay	(F)	2/28/40	b5/25/40
Up In the Air (My-D)	61	Frankie Darro-Marjorie Reynolds	(F)	9/9/40	b9/14/40
Who Is Guilty? (D)	60	Ben Lyon	(F)	9/2/40	b9/7/40
Wild Horse Range (W)	53	Jack Randall	(F)	6/25/40	b6/22/40

Current 1940-41

Ape, The (D)	62	Boris Karloff	(F)	9/30/40	b10/26/40
Chamber of Horrors (D)	83	Leslie Banks-Gina Malo	(A)	12/20/40	b6/29/40
Dead Man's Shoes (My)		Leslie Banks-Wilfred Lawson		1/15/41	Not Rev.
Drums of the Desert (D)	64	Ralph Byrd-Lorna Grey	(F)	10/7/40	b10/12/40
Her First Romance (C-D)	77	Edith Fellows-Wilbur Evans	(F)	12/25/40	b12/28/40
Ol' Swimmin' Hole (D)	78	Marcia Mae Jones-J. Moran	(F)	10/21/40	b10/26/40
Orphans of the North (T)		Adventure film		7/29/40	Not Rev.
Outsider (D)	91	Geo. Saunders-Mary Maguire	(F)	9/15/40	b3/23/40
Phantom of Chinatown (My)	62	Keye Luke-Lotus Long	(F)	11/11/40	b11/23/40
Pride of the Bowery		Leo Gorcey-Bobby Jordan		12/15/40	a12/7/40
Range Busters (W)	56	Ray Corrigan-Max Terhune	(F)	8/22/40	b9/14/40
Rollin' Home to Texas (W)		Tex Ritter-Slim Andrews		12/30/40	a12/7/40
Take Me Back to Oklahoma (W)	64	Tex Ritter-Terry Walker	(F)	11/11/40	b11/30/40
That Gang of Mine (D)	62	Bobby Jordan-Leo Gorcey	(F)	9/23/40	b10/5/40
Trailin' Double Trouble (W)	58	Ray Corrigan-John King	(F)	10/7/40	b10/19/40
Trail of the Silver Spurs (W)		Corrigan-King-Terhune		1/5/41	a12/7/40
West of Pinto Basin (W)	56	Corrigan-King-Terhune	(F)	11/14/40	b12/7/40
You're Out of Luck (D)	62	Darro-Moreland	(F)	1/20/41	b1/18/41

Coming 1940-41

Kid's Last Ride (W)		John King-Ray Corrigan (Former title "Prairie Schooldays")			a1/11/41
Ridin' The Cherokee Trail (W)		Tex Ritter-Slim Andrews			In Prod.

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

PARAMOUNT

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Adventure in Diamonds (D)	72	Isa Miranda-George Brent	(A)	4/5/40	b1/27/40
Biscuit Eater (D)	79	Billie Lee-Cordell Hickman	(F)	5/24/40	b4/13/40
Buck Benny Rides Again (C)	85	Jack Benny-Virginia Dale	(F)	5/3/40	b4/13/40
Comin' Round the Mountain (C)	72	Bob Burns-Una Merkel	(F)	8/16/40	b8/17/40
Dr. Cyclops (Tech.) (D)	75	Albert Dekker-Janice Logan	(A)	4/12/40	b3/9/40
Emergency Squad (D)	60	William Henry-Louise Campbell	(F)	1/5/40	b1/13/40
Farmer's Daughter (C)	60	Martha Raye-Charlie Ruggles	(F)	3/29/40	b2/17/40
French Without Tears (C)	85	Ray Milland-Ellen Drew	(A)	4/26/40	b11/11/39
Geronimo (D)	88	Preston Foster-Ellen Drew	(F)	1/12/40	b11/25/39
Ghost Breakers (My-D)	78	Bob Hope-Paulette Goddard	(F)	6/21/40	b6/8/40
Golden Gloves (D)	68	Jean Cagney-Robert Ryan	(A)	8/2/40	b8/3/40
Great McGinty (D)	85	Brian Donlevy-Akim Tamiroff	(A)	8/23/40	b7/27/40
Hidden Gold (W)	61	Wm. Boyd-Russell Hayden	(F)	6/7/40	b5/18/40
Knights of the Range (W)	70	Russell Hayden-Jean Parker	(F)	2/23/40	b2/17/40
Light of the Western Stars (W)	65	Jory-Hayden-Sayers	(F)	4/19/40	b4/27/40
Light That Failed (D)	96	Ronald Colman-Ida Lupino	(A)	2/9/40	b12/23/39
Mystery Sea Raider (D)	77	Henry Wilcoxon-Carole Landis	(F)	8/9/40	b8/10/40
North West Mounted Police (D)	126	Cooper-Carroll-Goddard (Tech.)	(F)	12/27/40	b10/26/40
Opened by Mistake (C)	67	Charles Ruggles-Robert Paige	(F)	5/10/40	b5/11/40
Parole Fixer (D)	58	Rob't Paige-Wm. Henry	(A)	2/2/40	b2/10/40
Queen of the Mob (D)	60	Jean Cagney-Richard Denning	(A)	6/28/40	b6/29/40
Remember the Night (C-D)	92	B. Stanwyck-F. MacMurray	(A)	1/19/40	b1/13/40
Road to Singapore (C)	85	B. Crosby-D. Lamour-B. Hope	(F)	3/22/40	b2/24/40
Safari (D)	86	Madeleine Carroll-Fairbanks, Jr.	(F)	6/14/40	b6/8/40
Santa Fe Marshal (W)	69	Wm. Boyd-Russell Hayden	(F)	1/26/40	b1/13/40
Seventeen (C-D)	75	Jackie Cooper-Betty Field	(F)	3/1/40	b2/24/40
Showdown (W)	63	Wm. Boyd-J. Clayton-Hayden	(F)	3/8/40	b3/2/40
Sidewalks of London (D)	86	Chas. Laughton-Vivien Leigh	(F)	2/16/40	b2/3/40
Stagecoach War (W)	61	Wm. Boyd-Russell Hayden	(F)	7/12/40	b7/6/40
Those Were the Days (C)	75	Wm. Holden-Bonita Granville	(F)	5/31/40	b5/25/40
Typhoon (Tech.) (D)	71	Dorothy Lamour-Robert Preston	(F)	5/17/40	b5/4/40
Untamed (D) (Tech.)	82	Milland-Tamiroff-Morison	(A)	7/26/40	b6/29/40
Way of All Flesh (D)	84	Akim Tamiroff-William Henry	(A)	7/5/40	b6/1/40
Women Without Names (D)	63	Ellen Drew-Robt. Paige	(F)	3/15/40	b2/24/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Arise, My Love (D)	110	Claudette Colbert-Ray Milland	(A)	11/8/40	b10/19/40
Cherokee Strip (W)	86	Richard Dix-William Henry	(F)	10/11/40	b10/5/40
Christmas in July (D)	68	Dick Powell-Ellen Drew	(F)	10/25/40	b9/21/40
Dancing on a Dime (Mu-C)	73	Grace MacDonald-Robt. Paige	(F)	11/1/40	b10/12/40
Doomed Caravan (W)	60	Bill Boyd-Russell Hayden	(F)	1/10/41	b1/11/41
I Want a Divorce (D)	94	Dick Powell-Joan Blondell	(A)	9/20/40	b9/7/40
Love Thy Neighbor (C)	82	Jack Benny-Fred Allen	(F)	12/27/40	b12/21/40
Moon Over Burma (D)	82	D. Lamour-R. Preston-P. Foster	(A)	10/18/40	b10/19/40
Night at Earl Carroll's (My)	70	J. Carrol Naish-E. Carroll Girls	(F)	12/6/40	b11/23/40
Quarterback (C-D)	72	Wayne Morris-Virginia Dale	(F)	10/4/40	b10/5/40
Rangers of Fortune (D)	80	MacMurray-Morison-Dekker	(F)	9/27/40	b9/14/40
Rhythm on the River (Mu)	90	Bing Crosby-Mary Martin	(F)	9/6/40	b8/24/40
Second Chorus (Mu)	88	Fred Astaire-Paulette Goddard	(F)	1/3/41	b11/30/40
Texas Rangers Ride Again (W)	67	J. Howard-Ellen Drew-M. Robson	(F)	12/13/40	b11/9/40
Three Men From Texas (W)	75	William Boyd-Russell Hayden	(F)	11/15/40	b9/14/40
Victory (D)	79	Fredric March-Betty Field	(A)	1/17/41	b12/21/40
World In Flames (Doc)	60	Newsreel Compilation	(A)	10/25/40	b10/19/40

Coming 1940-41

Title	Stars		Rel. Date	See Issue of
Border Vigilantes (W)	Bill Boyd-Russell Hayden			a1/11/41
Caught in the Draft (C)	Bob Hope-Dorothy Lamour		5/30/41	In Prod.
Hard Boiled Canary	Allan Jones-Susanna Foster		3/7/41	a8/10/40
(Former title "There's Magic in Music")				
In Old Colorado	Wm. Boyd-Russell Hayden		2/28/41	a11/23/40
I Wanted Wings (D)	Brian Donlevy-Ray Milland		4/25/41	a12/7/40
Lady Eve (D)	Barbara Stanwyck-Henry Fonda		3/21/41	a11/23/40
Las Vegas Nights (Mu-C)	Phil Regan-Bert Wheeler-Dorsey		3/28/41	a1/18/41
Life With Henry (C)	Jackie Cooper-Leila Ernst	(F)	1/24/41	b1/18/41
Mad Doctor (D)	Basil Rathbone-Ellen Drew		2/14/41	a2/17/40
(Former title "Destiny")				
Men of Action (W)	William Boyd-Russell Hayden			In Prod.
Monster and the Girl (D)	Ellen Drew-Onslow Stevens		5/16/41	a9/28/40
(Former title "DOA")				
New York Town	Mary Martin-Fred MacMurray		3/7/41	a11/30/40
One Night In Lisbon (D)	Madeleine Carroll-Fred MacMurray		6/13/41	In Prod.
Pirates on Horseback (W)	Wm. Boyd-Russell Hayden			In Prod.
Reaching for the Sun (D)	Joel McCrea-Ellen Drew		5/9/41	a11/2/40
Road to Zanzibar	Crosby-Lamour-Hope		4/11/41	a12/7/40
Round-Up (W)	Richard Dix-Patricia Morison		4/18/41	a10/26/40
Shepherd of the Hills (D)	John Wayne-Betty Field (Tech.)		8/15/41	a11/9/40
Virginia (Tech.) (D)	Madeleine Carroll-F. MacMurray	(F)	2/21/41	b1/18/41
You're the One (Mu)	Orrin Tucker-Bonnie Baker		2/7/41	a11/9/40

R.K.O.-RADIO

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Abe Lincoln In Illinois (D)	107	Raymond Massey-Ruth Gordon	(F)	4/19/40	b1/6/40
Anne of Windy Poplars (D)	89	Anne Shirley-James Ellison	(F)	6/28/40	b6/22/40
Beyond Tomorrow (D)	84	Richard Carlson-Jean Parker	(A)	5/10/40	b3/30/40
Bill of Divorcement (D)	73	Maureen O'Hara-Adolphe Menjou	(A)	5/31/40	b3/16/40
Bullet Code (W)	59	George O'Brien-Virginia Vale	(F)	4/12/40	b3/2/40
Courageous Dr. Christian (D)	67	Jean Hersholt-Dorothy Lovett	(F)	4/5/40	b3/23/40
Cross Country Romance (C)	66	Gene Raymond-Wendy Barrie	(F)	7/12/40	b6/29/40
Curtain Call (C)	61	Barbara Reed-John Archer	(F)	4/26/40	b4/13/40
Dance, Girl, Dance (D)	82	Maureen O'Hara-Louis Hayward	(A)	8/23/40	b8/31/40
Dr. Christian Meets the Women (D)	63	Jean Hersholt-Dorothy Lovett	(F)	7/5/40	b6/29/40
Irene (Mu-C) (Part Tech.)	101	Anna Neagle-Ray Milland	(F)	5/3/40	b4/20/40
Isle of Destiny (D)	83	Ford-Lang-Gargan	(F)	3/8/40	b3/2/40
Legion of the Lawless (W)	57	Geo. O'Brien-Virginia Vale	(F)	1/5/40	b11/25/39
Little Orvie (C)	66	Johnny Sheffield-Ernest Truex	(F)	3/1/40	b3/2/40
Lucky Partners (C)	101	Ginger Rogers-Ronald Colman	(A)	8/23/40	b8/17/40
Marines Fly High (D)	67	Richard Dix-Lucille Ball	(F)	2/2/40	b2/17/40
Mexican Spitfire (C)	65	Lupe Velez-Donald Woods	(F)	1/12/39	b12/16/39
Millionaire Playboy (C)	66	Joe Penner-Linda Hayes	(F)	3/15/40	b3/2/40
Millionaires in Prison (D)	62	Lee Tracy-Linda Hayes	(A)	7/26/40	b6/29/40
My Favorite Wife (C)	83	Dunne-Grant-Scott	(A)	5/17/40	b5/4/40
One Crowded Night (D)	66	Billie Seward-Don Costello	(A)	8/9/40	b8/3/40
Pinocchio (FA)	85	Technicolor Cartoon		2/23/40	b2/3/40
Pop Always Pays (C)	66	Leon Errol-Dennis O'Keefe	(F)	6/21/40	b6/22/40
Prairie Law (W)	62	Geo. O'Brien-Virginia Vale	(F)	6/7/40	b6/22/40
Primrose Path (D)	93	Ginger Rogers-Joel McCrea	(A)	3/22/40	b3/16/40
Queen of Destiny (H-D)	90	Neagle-Walbrook (Tech.)		8/2/40	b10/29/38
(Reviewed as "Sixty Glorious Years")					
Saint's Double Trouble (D)	69	George Sanders-Helen Whitney	(F)	1/26/40	b1/20/40
Saint Takes Over (D)	60	Geo. Sanders-Wendy Barrie	(F)	6/7/40	b4/27/40
Stage to Chino (W)	59	George O'Brien	(F)	7/26/40	b7/27/40
Stranger on the Third Floor (D)	62	Peter Lorre-Margaret Tallichet	(A)	8/16/40	b9/7/40
Swiss Family Robinson (D)	93	Mitchell-Best-Bartholomew	(F)	2/16/40	b2/3/40
Tom Brown's Schooldays (D)	84	Jimmy Lydon-Hardwicke	(F)	7/19/40	b6/22/40
Triple Justice (W)	66	Geo. O'Brien-Virginia Vale	(F)	9/27/40	b10/19/40
Vigil in the Night (D)	96	Carole Lombard-Brian Aherne	(A)	2/9/40	b2/10/40
Wildcat Bus (D)	62	Fay Wray-Charles Lang	(F)	8/23/40	b8/17/40
You Can't Fool Your Wife (C)	68	Lucille Ball-James Ellison	(F)	5/24/40	b5/25/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Convoy (D)	89	Clive Brook-John Clements	(F)	1/3/41	b12/7/40
Dreaming Out Loud (C)	81	Lum & Abner-Frances Langford	(F)	9/13/40	b9/14/40
Fargo Kid (W)	65	Tim Holt-Jane Drummond	(F)	12/6/40	b11/2/40
I'm Still Alive (D)	66	Linda Hayes-Kent Taylor	(F)	9/27/40	b9/21/40
Kitty Foyle (D)	105	Ginger Rogers-Dennis Morgan	(A)	12/27/40	b12/28/40
Laddie (D)	68	Tim Holt-Virginia Gilmore	(F)	10/18/40	b9/21/40
Let's Make Music (Mu-C)	84	Bob Crosby-Jean Rogers	(F)	1/17/41	b12/14/40
Li'l Abner (C)	78	Granville Owen-Kay Sutton	(F)	11/1/40	b11/9/40
Little Men (D)	84	Kay Francis-Lydon-Oakie	(F)	1/10/41	b12/7/40
Men Against the Sky (D)	74	Richard Dix-Wendy Barrie	(F)	9/6/40	b8/24/40
Mexican Spitfire Out West (C)	75	Lupe Velez-Leon Errol	(A)	11/15/40	b10/12/40
No, No, Nanette (Mu)	96	Anna Neagle-Richard Carlson	(F)	12/20/40	b12/21/40
Ramparts We Watch (Doc)	90	March of Time Feature	(F)	8/16/40	b7/27/40
Remedy For Riches (D)	60	Jean Hersholt-Dorothy Lovett	(F)	11/29/40	b11/23/40

R.K.O.-RADIO

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
They Knew What They Wanted (D)	96	Charles Laughton-Carole Lombard	(A)	10/25/40	b10/12/40
Too Many Girls (Mu)	85	Richard Carlson-Lucille Ball	(A)	11/8/40	b10/12/40
Villain Still Pursued Her (D)	66	Anita Louise-Richard Cromwell	(F)	10/11/40	b7/27/40
Wagon Train (W)	62	Tim Holt-Martha O'Driscoll	(F)	10/4/40	b10/12/40
You'll Find Out (My-C)	97	Kay Kyser-Peter Lorre-Karloff	(F)	11/22/40	b11/16/40

Coming 1940-41

Title	Stars		Rel. Date	See Issue of
Along the Rio Grande (W)	Tim Holt-Betty Jane Rhodes		2/7/41	a12/14/40
Bambi	Disney Cartoon Feature			In Prod.
Citizen Kane (D)	Orson Welles-Dorothy Comingore		2/28/41	In Prod.
Devil and Miss Jones	Jean Arthur-Chas. Coburn		3/14/41	In Prod.
Girl, A Guy and A Gob	Geo. Murphy-Lucille Ball		2/14/41	a11/16/40
Melody for Three (D)	Jean Hersholt-Fay Wray		3/28/41	a1/11/41
Mr. and Mrs. Smith (C)	Carole Lombard-Robt. Montgomery	(A)	1/31/41	b1/18/41
Playgirl (C-D)	Kay Francis-James Ellison	(A)	3/7/41	b12/21/40
Reluctant Dragon	Benchley and Cartoon Characters			In Prod.
Saint in Palm Springs (My)	George Sanders-Wendy Barrie	(F)	1/24/41	b1/4/41
Scattergood Baines (C)	Guy Kibbee-Dink Trout		2/21/41	a1/18/41
Show Business (C)	Alan Mowbray-Donald McBride		3/21/41	a1/18/41
Sunny (Mu)	A. Neagle-J. Carroll-R. Bolger			In Prod.
They Met In Argentina (Mu)	Ellison-O'Hara-Ebsen		4/25/41	In Prod.

REPUBLIC

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Carolina Moon (Mu-W)	65	Gene Autry-Burnette-June Storey	(F)	7/15/40	b7/20/40
Carson City Kid (W)	57	Roy Rogers-"Gabby" Hayes	(F)	7/1/40	b6/22/40
Crooked Road (D)	66	Edmund Lowe-Irene Hervey	(A)	5/10/40	b5/11/40
Covered Wagon Days (W)	56	Three Mesquiteers	(F)	4/22/40	b5/11/40
Dark Command (H-D)	94	John Wayne-Claire Trevor	(F)	4/15/40	b4/13/40
Earl of Puddlestone (C)	67	The Gleasons	(F)	8/31/40	b8/17/40
Forgotten Girls (D)	68	Louise Platt-Donald Woods	(F)	3/15/40	b3/23/40
Gangs of Chicago (D)	66	Lola Lane-Lloyd Nolan-MacLane	(F)	5/19/40	b5/25/40
Gaucho Serenade (W)	66	Gene Autry-Smiley Burnette	(F)	5/10/40	b5/18/40
Ghost Valley Raiders (W)	57	Donald Barry-Lona Andre	(F)	3/26/40	b4/6/40
Girl From God's Country (D)	75	Chester Morris-Chas. Bickford	(F)	7/30/40	b7/27/40
Grand Ole Opry (C)	68	Weaver Bros. & Elviry	(F)	6/25/40	b7/13/40
Grandpa Goes to Town (C)	66	The Gleasons-Harry Davenport	(F)	4/19/40	b4/20/40
Heroes of the Saddle (W)	56	Three Mesquiteers	(F)	1/12/40	b1/20/40
Hi-Yo Silver (W)	69	Silver Chief-Lynn Roberts	(F)	4/10/40	b4/20/40
In Old Missouri (C)	67	Weaver Bros.-Elviry	(F)	4/17/40	b5/4/40
One Man's Law (W)	57	Don Barry-Janet Waldo	(F)	6/29/40	b7/13/40
Pioneers of the West (W)	56	Three Mesquiteers	(F)	3/12/40	b3/16/40
Rancho Grande (W)	58	Gene Autry-Smiley Burnette	(F)	3/22/40	b3/30/40
Ranger and the Lady (W)	59	Roy Rogers-George Hayes	(F)	7/30/40	b7/27/40
Rocky Mountain Rangers (W)	58	Three Mesquiteers	(F)	5/24/40	b6/8/40
Scatterbrain (C)	73	Judy Canova-Alan Mowbray	(F)	7/20/40	b7/13/40
Sing, Dance, Plenty Hot (Mu)	72	Ruth Terry-Johnny Downs	(F)	8/10/40	b8/3/40
Three Faces West (D)	81	J. Wayne-Sigrid Gurie-C. Coburn (Reviewed as "The Refugee")	(F)	7/12/40	b6/22/40
Village Barn Dance (Mu-C)	74	Richard Cromwell-Doris Day	(F)	1/30/40	b2/3/40
Wagons Westward (D)	69	Chester Morris-Anita Louise	(F)	6/19/40	b6/29/40
Wolf of New York (D)	69	Edmund Lowe-Rose Hobart	(F)	1/25/40	b1/27/40
Women in War (D)	71	Elsie Janis-Wendy Barrie	(F)	6/6/40	b6/1/40
Young Buffalo Bill (W)	59	Roy Rogers-George Hayes	(F)	4/12/40	b4/20/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Barnyard Follies (Mu)	67	Mary Lee-June Storey-Rufe Davis	(F)	12/6/40	b11/23/40
Behind the News (D)	74	Lloyd Nolan-Doris Davenport	(F)	12/20/40	b12/21/40
Border Legion (W)	58	Roy Rogers-Geo. "Gabby" Hayes	(F)	12/5/40	b11/30/40
Bowery Boy (D)	71	Dennis O'Keefe-Louise Campbell	(F)	12/27/40	b1/4/41
Colorado (W)	57	Roy Rogers-George Hayes	(F)	9/15/40	b9/7/40
Friendly Neighbors (C)	67	Weaver Bros. & Elviry	(F)	11/7/40	b11/16/40
Frontier Vengeance (W)	57	Don Barry-Betty Moran	(F)	10/10/40	b10/12/40
Girl From Havana (D)	69	Dennis O'Keefe-Victor Jory	(A)	9/11/40	b9/14/40
Hit Parade of 1941 (Mu-C)	88	Kenny Baker-Frances Langford	(F)	10/15/40	b10/19/40
Lone Star Raiders (W)	57	Three Mesquiteers	(F)	12/23/40	b12/21/40
Meet the Missus (C)	68	Roscoe Karns-Ruth Donnelly	(F)	11/29/40	b11/23/40
Melody and Moonlight (Mu)	72	Johnny Downs-Vera Vague	(F)	7/31/40	b8/5/40
Melody Ranch (Mu-C)	84	Gene Autry-Jimmy Durante	(F)	11/15/40	b11/23/40
Oklahoma Renegades (W)	57	Three Mesquiteers	(F)	8/29/40	b8/17/40
Ride, Tenderfoot, Ride (W)	65	Autry-Burnette-June Story	(F)	9/6/40	b8/24/40
Robin Hood of the Pecos (W)	59	Roy Rogers-George Hayes	(F)	1/14/41	b1/18/41
Texas Terrors (W)	57	Don Barry-Al St. John	(F)	11/22/40	b11/23/40
Trail Blazers (W)	58	Three Mesquiteers	(F)	11/11/40	b11/2/40
Tulsa Kid (W)	57	Don "Red" Barry	(F)	8/16/40	b8/3/40
Under Texas Skies (W)	57	Three Mesquiteers	(F)	9/30/40	b9/21/40
Who Killed Aunt Maggie? (My)	69	John Hubbard-Wendy Barrie	(A)	11/1/40	b11/2/40
Wyoming Wildcat (W)	56	Don Barry-Julie Duncan	(F)	1/6/41	b1/11/41
Young Bill Hickok (W)	59	Roy Rogers-Geo. Hayes	(F)	10/21/40	b10/5/40

Coming 1940-41

Title	Stars		Rel. Date	See Issue of
Arkansas Judge (C)	Rogers-Weaver Bros. and Elviry		1/28/41	a1/4/41
Bad Man From Rio (W)	Don Barry-Virginia Carroll		2/14/41	a1/18/41
Citadel of Crime (D)	John Wayne-F. Dee-Edw. Ellis			In Prod.
Petticoat Politics (C)	Roscoe Karns-Lois Ranson		1/31/41	a1/11/41
Prairie Pioneers (W)	Three Mesquiteers			a1/18/41
Ridin' on a Rainbow (Mu-W)	Gene Autry-Smiley Burnette		1/24/41	a12/14/40

20TH CENT.-FOX

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Blue Bird (Tech.) (FA)	83	Shirley Temple-G. Sondergaard	(F)	3/22/40	b1/27/40
Charlie Chan's Murder Cruise (My)	75	Sidney Toler-Marjorie Weaver	(F)	6/21/40	b5/11/40
Charlie Chan in Panama (D)	67	Sidney Toler-Jean Rogers	(F)	3/1/40	b2/10/40
City of Chance (D)	60	Donald Woods-C. Aubrey Smith	(A)	1/12/40	b12/30/39
Earthbound (D)	67	Warner Baxter-Andrea Leeds	(A)	6/7/40	b6/8/40
Four Sons (D)	89	Ameche-Leontovitch-Alan Curtis	(A)	6/14/40	b6/1/40
Free, Blonde and 21 (C)	74	Lynn Bari-Joan Davis	(F)	3/29/40	b2/17/40
Girl in 313 (My)	56	Florence Rice-Joan Valerie	(A)	5/31/40	b6/22/40
Grapes of Wrath (D)	129	Fonda-Bowdon-Grapewin	(A)	3/15/40	b1/27/40
He Married His Wife (C)	83	McCrea-Kelly-Young	(F)	1/19/40	b1/13/40
High School (C)	72	J. Withers-Edwards	(F)	1/26/40	b1/6/40
I Was An Adventuress (D)	81	Zorina-Richard Greene	(A)	5/10/40	b5/4/40
Johnny Apollo (D)	83	Tyrone Power-Dorothy Lamour	(A)	4/19/40	b4/13/40
Lillian Russell (D)	127	Alice Faye-Don Ameche	(F)	5/24/40	b5/18/40
Little Old New York (D)	100	Alice Faye-MacMurray-Greene	(F)	2/9/40	b2/3/40
Lucky Cisco Kid (D)	68	Cesar Romero-Mary Hughes	(F)	6/28/40	b6/1/40
Man Who Wouldn't Talk (D)	61	Lloyd Nolan-Jean Rogers	(A)	2/2/40	b1/20/40
Manhattan Heartbeat (D)	72	Virginia Gilmore-Joan Davis	(F)	7/12/40	b6/8/40
Maryland (D) (Tech.)	92	B. Joyce-Payne-Brennan	(F)	7/19/40	b7/6/40
On Their Own (C)	63	Jones Family	(F)	5/17/40	b4/13/40
Sailor's Lady (D)	66	Nancy Kelly-Jon Hall	(F)	7/5/40	b10/5/40
Shooting High (Mu-D)	63	Withers-Autry-Weaver	(F)	4/26/40	b3/9/40
So This Is London (C)	70	Geo. Sanders-Drayton-Churchill	(A)	5/3/40	b2/4/39
Star Dust (D)	83	Linda Darnell-John Payne	(F)	4/5/40	b4/6/40
Swanee River (Tech.) (D)	86	Al Jolson-Don Ameche-A. Leeds	(F)	1/5/40	b12/23/39
They Came By Night (D)	73	Will Fyffe	(F)	2/23/40	b3/9/40
Viva Cisco Kid (D)	70	Cesar Romero-Chris-Pin Martin	(F)	4/12/40	b3/23/40
Young as You Feel (C)	59	Jones Family	(F)	2/16/40	b2/3/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Brigham Young, Frontiersman (H-D)	112	Tyrone Power-Linda Darnell	(A)	9/27/40	b8/31/40
Chad Hanna (CS-D) (Tech.)	88	Henry Fonda-Linda Darnell	(A)	12/27/40	b12/14/40
Charlie Chan At the Wax Museum (My)	62	Sidney Toler-Joan Valerie	(F)	9/6/40	b8/3/40
Charter Pilot (D)	70	Lynn Bari-Lloyd Nolan	(F)	12/6/40	b11/23/40
Down Argentine Way (Mu)	88	Don Ameche-Betty Grable (Tech.)	(F)	10/11/40	b10/5/40
Elsa Maxwell's Pub. Deb. #1 (C)	80	G. Murphy-B. Joyce-C. Ruggles	(F)	9/13/40	b8/31/40
Gay Caballero (D)	57	Cesar Romero-Betty McLaughlin	(F)	10/4/40	b9/28/40
Girl from Avenue A (C)	76	Jane Withers-Kent Taylor	(F)	8/9/40	b8/10/40
Great Profile (C)	70	John Barrymore-Mary Hughes	(A)	10/25/40	b8/17/40
Hudson's Bay (H-D)	94	Paul Muni-Gene Tierney	(F)	1/3/41	b12/28/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

20TH CENT.-FOX

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Jennie (D)	78	Doris Bowden-Geo. Montgomery	(F)	12/20/40	b12/7/40
Man I Married (D)	76	Joan Bennett-Francis Lederer	(A)	8/2/40	b7/20/40
Mark of Zorro (D)	92	Tyrone Power-Linda Darnell	(F)	11/8/40	b11/9/40
Michael Shayne, Private Detective (My)	77	Lloyd Nolan-Marjorie Weaver	(F)	1/10/41	b12/28/40
Murder Over New York (My)	65	Sidney Toler-Marjorie Weaver	(F)	12/13/40	b12/7/40
Night Train (D)	95	Margaret Lockwood-Rex Harrison (Reviewed as "In Disguise")	(A)	10/18/40	b8/3/40
Pier 13 (C-D)	66	Lynn Bari-Lloyd Nolan	(F)	8/23/40	b8/17/40
Return of Frank James (D)	92	H. Fonda-J. Cooper (Tech.)	(A)	8/16/40	b8/17/40
Romance of the Rio Grande (W)	73	Cesar Romero-Patricia Morison	(F)	1/17/41	b12/28/40
Street of Memories (D)	71	Guy Kibbee-Lynn Roberts	(A)	11/15/40	b7/6/40
Tin Pan Alley (Mu)	94	Alice Faye-B. Grable-J. Oakie	(F)	11/29/40	b11/23/40
Yesterday's Heroes (D)	65	Jean Rogers-Rob't Sterling	(F)	9/20/40	b9/21/40
Young People (C-D)	78	Shirley Temple-Jack Oakie	(F)	8/30/40	b7/13/40
Youth Will Be Served (D)	68	Jane Withers-Robert Conway	(F)	11/22/40	b9/28/40

Coming 1940-41

Blood and Sand (Tech.)		Tyrone Power-Linda Darnell		5/30/41	In Prod.
Bride Wore Crutches (C-D)	59	Lynne Roberts-Ted North	(F)	7/4/41	b7/27/40
Dead Men Tell (My)		Sidney Toler		3/28/41	In Prod.
For Beauty's Sake (My-C)		Ned Sparks-Marjorie Rambeau		6/27/41	a8/17/40
Girl in the News (D)	78	Margaret Lockwood-Barry Barnes	(F)	1/31/41	b1/4/41
Golden Hoofs (C)		Jane Withers-Buddy Rogers		2/14/41	a11/2/40
Murder Among Friends		John Hubbard-Marjorie Weaver		3/14/41	a1/18/41
Outlaw, The		Walter Huston-Thos. Mitchell		3/21/41	In Prod.
Ride Kelly Ride (D)		Marvin Stephens-Rita Quigley		2/7/41	a11/9/40
Ride On, Vaquero (W)		Cesar Romero-Mary Beth Hughes		4/18/41	In Prod.
Road to Rio (Mu) (Tech.)		Alice Faye-Don Ameche		4/11/41	In Prod.
Scotland Yard (D)		Edmund Gwenn-Nancy Kelly		2/28/41	a1/18/41
Sleepers West (D)		Lloyd Nolan-Lynn Bari		4/4/41	In Prod.
Tall, Dark and Handsome (D)	78	Cesar Romero-Milton Berle	(A)	1/24/41	b1/18/41
Tobacco Road (D)		Tierney-Grapewin-Rambeau		3/7/41	In Prod.
Very Young Lady (C)		Jane Withers-Nancy Kelly		6/6/41	In Prod.
Western Union (D) (Tech.)		Rob't Young-Randolph Scott		2/21/41	a12/7/40

UNITED ARTISTS

Current

Blackout (D)	81	Conrad Veidt-Valerie Hobson	(F)	11/29/40	b10/19/40
Captain Caution (D)	88	V. Mature-Louise Platt-B. Cabot	(A)	8/9/40	b8/3/40
Chump At Oxford (C)	63	Stan Laurel-Oliver Hardy	(F)	2/16/40	b2/17/40
Foreign Correspondent (D)	120	Joel McCrea-Herbert Marshall	(F)	8/16/40	b8/17/40
House Across the Bay (D)	88	Joan Bennett-George Raft	(A)	3/1/40	b3/2/40
Kit Carson (D)	96	Jon Hall-Dana Andrews	(F)	8/30/40	b8/31/40
Lion Has Wings (D)	73	Merle Oberon-Ralph Richardson	(F)	1/19/40	b12/16/39
Long Voyage Home (D)	103	John Wayne-Thos. Mitchell	(A)	11/22/40	b10/12/40
My Son, My Son! (D)	116	Brian Aherne-Madeleine Carroll	(A)	3/22/40	b3/9/40
Of Mice and Men (D)	106	Meredith-Fields-Chaney, Jr.	(A)	1/12/40	b12/30/39
1,000,000 B.C. (D)	80	John Hubbard-Carole Landis	(F)	4/5/40	b4/13/40
Our Town (D)	90	Fay Bainter-Frank Craven	(F)	5/24/40	b5/18/40
Over the Moon (C-D)	78	Oberon-Rex Harrison (Tech.)	(F)	3/29/40	b11/11/39
Pastor Hall (D)	96	Wilfred Lawson-Nova Pilbeam	(F)	9/13/40	b7/27/40
Rebecca (D)	130	Olivier-Anderson-Fontaine	(A)	4/12/40	b3/23/40
Saps at Sea (C)	56	Stan Laurel-Oliver Hardy	(F)	5/3/40	b4/27/40
Son of Monte Cristo (D)	104	Joan Bennett-Louis Hayward	(F)	1/10/41	b12/7/40
South of Pago Pago (D)	97	Jon Hall-Victor McLaglen	(F)	7/18/40	b7/20/40
Thief of Bagdad (FA)	109	Sabu-Conrad Veidt (Tech.)	(F)	12/25/40	b10/19/40
Turnabout (C)	83	Carole Landis-Hubbard-Menjou	(A)	5/17/40	b5/4/40
Westerner (D)	99	Gary Cooper-Walter Brennan	(F)	9/20/40	b9/21/40

Coming

Broadway Limited (D)		Victor McLaglen-Dennis O'Keefe			In Prod.
Cheers for Miss Bishop (D)	100	Martha Scott-William Gargan	(F)		b1/18/41
Great Dictator, The (C)	126	Charles Chaplin-P. Goddard	(F)		b10/19/40
Major Barbara		Wendy Hiller- Robert Morley			In Prod.
Pot O' Gold		James Stewart-Paulette Goddard			In Prod.
Road Show (C)		Adolphe Menjou-Carole Landis	(F)	1/24/41	b1/11/41
So Ends Our Night (D)		Fredric March-Margaret Sullavan			a11/23/40
That Hamilton Woman (H-D) (Former title "Lady Hamilton")		Vivien Leigh-Laurence Olivier			a11/30/40
That Uncertain Feeling		Oberon-Douglas-Meredith			a12/14/40
Topper Returns (C)		Joan Blondell-Carole Landis			a12/14/40

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Current 1939-40

Alias the Deacon (C)	73	Bob Burns	(F)	5/17/40	b5/4/40
Bad Man from Red Butte (W)	58	J. M. Brown-Baker-Fuzzy Knight	(F)	5/31/40	b6/15/40
Big Guy (D)	77	McLaglen-Cooper-Munson	(A)	2/2/40	b5/11/40
Black Diamonds (D)	60	Richard Arlen-Andy Devine	(F)	7/19/40	b7/27/40
Black Friday (D)	64	Boris Karloff-Bela Lugosi	(A)	4/12/40	b3/9/40
Boys From Syracuse (C)	73	A. Jones-Martha Raye-J. Penner	(F)	8/9/40	b7/13/40
Danger on Wheels (D)	61	Richard Arlen-Andy Devine	(F)	2/2/40	b5/11/40
Double Alibi (My)	65	Wayne Morris-Margaret Lindsay	(A)	3/1/40	b2/24/40
Enemy Agent (D)	60	Robt. Armstrong-Helen Vinson	(F)	4/19/40	b4/13/40
Framed (D)	60	Constance Moore-R. Armstrong	(A)	2/23/40	b5/11/40
Green Hell (D)	88	Joan Bennett-D. Fairbanks, Jr.	(F)	1/26/40	b1/20/40
Half a Sinner (D)	59	Heather Angel-John King	(F)	4/5/40	b6/1/40
Honeymoon Deferred (D)	59	Margaret Lindsay-Edmund Lowe	(F)	2/16/40	b2/24/40
Hot Steel (D)	61	Richard Arlen-Andy Devine	(F)	5/24/40	b6/29/40
House of the Seven Gables (D)	88	Vincent Price-Margaret Lindsay	(A)	4/12/40	b3/9/40
I Can't Give You Anything But Love Baby (C)	61	Peggy Moran-Johnny Downs	(F)	6/21/40	b5/11/40
If I Had My Way (Mu-C)	87	Bing Crosby-Gloria Jean	(F)	5/3/40	b4/27/40
Invisible Man Returns (D)	82	Hardwicke-Price-Grey	(A)	1/12/40	b1/20/40
It's a Date (Mu-D)	103	Deanna Durbin-Kay Francis	(F)	11/22/40	b3/23/40
La Conga Nights (C)	60	Hugh Herbert	(F)	5/31/40	b5/18/40
Love, Honor and Oh, Baby (C)	60	Wallace Ford-Kathryn Adams	(F)	6/7/40	b6/8/40
Ma! He's Making Eyes at Me (C)	61	Tom Brown-Constance Moore	(F)	3/15/40	b4/13/40
My Little Chickadee (C)	83	Mae West-W. C. Fields	(A)	2/9/40	b2/10/40
Oh, Johnny, How You Can Love (C)	64	Tom Brown-Peggy Moran	(F)	1/5/40	b1/20/40
Private Affairs (C-D)	73	N. Kelly-R. Young-R. Cummings	(F)	7/5/40	b6/15/40
Riders of Pasco Basin (W)	56	J. M. Brown-Bob Baker	(F)	4/5/40	b5/25/40
Sandy Is a Lady (C)	64	Sandy-Mischa Auer-Nan Grey	(F)	6/14/40	b5/25/40
Ski Patrol (D)	64	Luli Deste-Philip Dorn	(F)	5/10/40	b5/11/40
Son of Roaring Dan (W)	63	J. M. Brown-Jeanne Kelly	(F)	7/26/40	b8/17/40
South to Karanga (D)	59	C. Bickford-L. Deste	(F)	8/2/40	b8/10/40
West of Carson City (W)	55	J. M. Brown-Bob Baker	(F)	1/19/40	b5/11/40
When the Daltons Rode (W-D)	80	Kay Francis-Randolph Scott	(F)	8/23/40	b8/3/40
You're Not So Tough (D)	72	Dead End Kids-Nan Grey	(F)	7/26/40	b6/1/40
Zanzibar (D)	72	Lola Lane-James Craig	(F)	3/8/40	b3/30/40

Current 1940-41

Argentine Nights (C)	73	Ritz Brothers-Andrews Sisters	(F)	9/6/40	b9/7/40
Bank Dick (C)	74	W. C. Fields-Una Merkel	(F)	11/29/40	b12/7/40
Boss of Bullion City (W)	59	J. M. Brown-Fuzzy Knight		1/10/41	a9/14/40
Devil's Pipeline (D)	65	Richard Arlen-Andy Devine	(F)	11/1/40	b11/16/40
Diamond Frontier (D)	71	Victor McLaglen-John Loder	(F)	10/4/40	b10/12/40
Fugitive, The (D)	75	Ralph Richardson-Diana Wynyard	(A)	9/20/40	b6/22/40
Give Us Wings (D)	69	Billy Halop-Huntz Hall	(F)	12/20/40	b11/16/40
Hired Wife (C)	95	Rosalind Russell-Brian Aherne	(A)	9/13/40	b9/14/40
I'm Nobody's Sweetheart Now (C)	62	Helen Parrish-Dennis O'Keefe	(F)	11/1/40	b8/10/40
Invisible Woman (D)	72	John Barrymore-Virginia Bruce	(A)	12/27/40	b1/4/41
Law and Order (W)	57	J. M. Brown-Fuzzy Knight	(F)	10/18/40	b11/30/40
Leather Pushers (D)	64	Andy Devine-Richard Arlen	(F)	9/13/40	b9/7/40
Little Bit of Heaven (C)	87	Gloria Jean-R. Stack-Nan Grey	(F)	10/11/40	b10/12/40
Lucky Devils (D)	64	Richard Arlen-Andy Devine	(F)	1/3/41	b12/28/40
Margie (C)	59	Tom Brown-Nan Grey-M. Auer	(F)	12/6/40	b9/21/40
Meet the Wildcat (D)	63	Margaret Lindsay-Ralph Bellamy	(F)	11/22/40	b10/12/40
Mummy's Hand (D)	67	Dick Foran-Wallace Ford	(A)	9/20/40	b8/31/40
One Night in the Tropics (C)	82	Allan Jones-Nancy Kelly	(F)	11/15/40	b11/2/40
Pony Post (W)	59	Johnny Mack Brown	(F)	11/8/40	b12/21/40
Ragtime Cowboy Joe (W)	58	J. Mack Brown-Fuzzy Knight	(F)	9/20/40	b10/5/40
Sandy Gets Her Man (C)	65	Baby Sandy-S. Erwin-Una Merkel	(F)	11/8/40	b11/2/40
San Francisco Docks (D)	65	Burgess Meredith-Irene Hervey	(A)	1/10/41	b12/7/40
Seven Sinners (D)	84	Marlene Dietrich-John Wayne	(A)	10/25/40	b11/2/40

UNIVERSAL

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Six Lessons From Madame La Zonga (C)	60	Lupe Velez-Leon Errol	(F)	1/17/41	b1/18/41
Slightly Tempted (C)	61	Hugh Herbert-Johnny Downs	(F)	10/18/40	b8/10/40
Spring Parade (Mu)	90	Deanna Durbin-Rob't. Cummings	(F)	9/27/40	b9/28/40
Trail of the Vigilantes (W-C)	75	Franchot Tone-Crawford-Devine	(F)	12/13/40	b12/14/40
Where Did You Get That Girl? (Mu-C)	67	Helen Parrish-Chas. Lang	(F)	1/3/41	b12/28/40

Coming 1940-41

Back Street (D)		Chas. Boyer-M. Sullavan		1/24/41	a1/11/41
Buck Privates		Abbott & Costello-Andrews Sisters		2/7/41	In Prod.
Bury Me Not on the Lone Prairie (W)		J. M. Brown-Fuzzy Knight		3/21/41	a12/12/40
Dangerous Game (D) (Former title, "Who Killed Doc Robin?")		Richard Arlen-Andy Devine		3/7/41	a10/19/40
Dark Streets of Cairo (D)	58	Sigrid Gurie-Ralph Byrd	(F)	2/28/41	b12/7/40
Flame of New Orleans (C-D)		Dietrich-Roland Young-Cabot			In Prod.
Lady From Cheyenne (D)		Loretta Young-Rob't Preston		3/28/41	In Prod.
Man Who Lost Himself (D)		Brian Aherne-Kay Francis			In Prod.
Meet the Chump (C)		Hugh Herbert-Lewis Howard		2/14/41	In Prod.
Model Wife (D)		Joan Blondell-Dick Powell		3/14/41	In Prod.
Mysterious Dr. R (D)		Frank Albertson-Lon Chaney, Jr.			a12/21/40
Nice Girl (Mu-C)		Deanna Durbin-Franchot Tone		2/21/41	a12/14/40

WARNER BROS.

Current 1939-40

All This and Heaven Too (D)	143	Bette Davis-Charles Boyer	(A)	7/13/40	b6/22/40
Angel from Texas (C)	69	Albert-Wyman-Reagan	(F)	4/27/40	b4/13/40
British Intelligence (D)	62	Boris Karloff-Margaret Lindsay	(A)	1/20/40	b1/13/40
Brother Orchid (C-D)	90	E. G. Robinson-Sothern-Bellamy	(F)	6/8/40	b6/1/40
Brother Rat and a Baby (C)	87	Wayne Morris-Priscilla Lane	(F)	1/13/40	b1/6/40
Calling Philo Vance (My)	62	James Stephenson	(F)	2/3/40	b2/3/40
Castle on the Hudson (D)	76	Garfield-O'Brien-Sheridan	(A)	2/17/40	b3/2/40
Child Is Born (D)	79	Geraldine Fitzgerald-J. Lynn	(A)	1/6/40	b9/9/39
Dr. Ehrlich's Magic Bullet (D)	102	Edw. G. Robinson-Ruth Gordon	(A)	3/2/40	b2/10/40
Fighting 69th (D)	90	James Cagney-Pat O'Brien	(A)	1/27/40	b1/6/40
Flight Angels (D)	74	Ralph Bellamy-Dennis Morgan	(F)	5/18/40	b5/11/40
Flowing Gold (D)	82	Pat O'Brien-John Garfield	(A)	8/24/40	b8/24/40
Fugitive from Justice (D)	53	Roger Pryor-Lucille Fairbanks	(A)	6/15/40	b6/8/40
Gambling on the High Seas (D)	58	Wayne Morris-Jane Wyman	(F)	6/22/40	b2/24/40
Granny Get Your Gun (D)	56	May Robson-Harry Davenport	(F)	2/10/40	b1/6/40
It All Came True (D)	97	Ann Sheridan-Jeffrey Lynn	(A)	4/6/40	b3/23/40
King of Lumberjacks (D)	61	John Payne-Gloria Dickson	(F)	4/13/40	b2/24/40
Ladies Must Live (C)	59	Rosemary Lane-Wayne Morris	(F)	7/20/40	b8/24/40
Man Who Talked Too Much (D)	75	Geo. Brent-Virginia Bruce	(A)	7/6/40	b6/29/40
Money and the Woman (D)	65	Jeffrey Lynn-Brenda Marshall	(F)	8/17/40	b8/17/40
Murder in the Air (D)	55	Ronald Reagan-Lya Lys	(F)	8/1/40	b2/24/40
My Love Came Back (C-D)	85	De Havilland-J. Lynn-J. Wyman	(F)	7/20/40	b6/29/40
River's End (D)	70	Dennis Morgan-George Tobias	(F)	8/10/40	b8/24/40
Saturday's Children (D)	101	John Garfield-Anne Shirley	(F)	5/11/40	b4/13/40
Sea Hawk (D)	127	Flynn-Marshall-Crisp	(F)	8/31/40	b7/20/40
Tear Gas Squad (D)	58	D. Morgan-J. Payne-G. Dickson	(F)	5/4/40	b3/23/40
They Drive by Night (D)	93	Raft-Sheridan-Bogart	(A)	8/3/40	b7/13/40
Three Cheers for the Irish (C-D)	100	Priscilla Lane-Dennis Morgan	(F)	3/16/40	b3/9/40
'Til We Meet Again (D)	100	Merle Oberon-George Brent	(F)	4/20/40	b4/6/40
Torrid Zone (D)	88	Cagney-O'Brien-Sheridan	(A)	5/25/40	b5/11/40
Virginia City (H-W)	121	Flynn-Hopkins-Scott	(F)	3/23/40	b3/23/40

Current 1940-41

Always a Bride (C)	58	Rosemary Lane-George Reeves	(F)	11/2/40	b11/30/40
Calling All Husbands (C)	64	Geo. Tobias-Lucille Fairbanks	(F)	9/7/40	b8/31/40
Case of the Black Parrot (My)		Wm. Lundigan-Maris Wrixon		1/11/41	a11/16/40
City for Conquest (D)	105	James Cagney-Ann Sheridan	(A)	9/21/40	b9/14/40
Dispatch from Reuters (D)	88	Robinson-Albert-Basserman	(F)	10/19/40	b9/21/40
East of the River (D)	74	John Garfield-Brenda Marshall	(A)	11/9/40	b11/2/40
Father Is a Prince (C)	62	Grant Mitchell-Nana Bryant	(A)	10/12/40	b10/12/40
Four Mothers (D)	86	Lane Sisters-G. Page-J. Lynn	(F)	12/21/40	Reissued
Here Comes the Navy (D)	86	James Cagney-Pat O'Brien	(F)	1/4/41	b12/21/40
Honeymoon for Three (C)	77	George Brent-Ann Sheridan	(F)	1/18/41	b1/11/41
Knute Rockne—All American (D)	93	Pat O'Brien-Ronald Reagan	(F)	10/5/40	b10/12/40
Lady with Red Hair (D)	81	Miriam Hopkins-Richard Ainley	(A)	11/30/40	b11/16/40
Letter The (D)	101	Bette Davis-Herbert Marshall	(A)	11/23/40	b11/16/40
No Time for Comedy (C)	96	J. Stewart-R. Russell-C. Ruggles	(A)	9/14/40	b9/7/40
Santa Fe Trail (D)	110	Flynn-de Havilland-Massey	(F)	12/28/40	b12/28/40
She Couldn't Say No (C)	63	Roger Pryor-Eve Arden	(F)	12/7/40	b12/28/40
South of Suez (D)	86	Geo. Brent-Lee Patrick	(F)	11/16/40	b12/7/40
Tugboat Annie Sails Again (C)	77	Marjorie Rambeau-Alan Hale	(F)	10/26/40	b10/19/40

Coming 1940-41

Affectionately Yours		Merle Oberon-Dennis Morgan			In Prod.
Bashful Hero (C) (Former title "Stuff of Heroes")		Eddie Albert-Joan Leslie			a12/21/40
Bride Came C.O.D. (C)		Bette Davis-James Cagney			In Prod.
Father's Son (D)	58	John Litel-Billy Dawson	(F)		b1/4/41
Flight From Destiny (D)	70	Thos. Mitchell-Jeffrey Lynn	(A)		b12/28/40
Footsteps in the Dark (D)		Errol Flynn-Brenda Marshall			a11/30/40
Great Lie (D)		Bette Davis-Geo. Brent			a12/21/40
Here Comes Happiness (D)		Mildred Coles-Richard Ainley			a1/4/41
High Sierra (D)	100	Humphrey Bogart-Ida Lupino	(F)	1/25/41	b1/11/41
Knockout (D)		Arthur Kennedy-Olympe Bradna			a12/21/40
Meet John Doe		Gary Cooper-Barbara Stanwyck			In Prod.
Miss Wheelwright Discovers America		Priscilla Lane-Ronald Reagan			In Prod.
Murder on the Second Floor (My)		Maris Wrixon-Wm. Lundigan			a1/18/41
Sea Wolf (D)		Robinson-Garfield-Lupino			a11/30/40
She Stayed Kissed		Dennis Morgan-Jane Wyatt			In Prod.
Singapore Woman (D)		Brenda Marshall-David Bruce			In Prod.
Strange Alibi (D)		Arthur Kennedy-Joan Perry			In Prod.
Strawberry Blonde		Jas. Cagney-Olivia de Havilland			In Prod.
Thirty Days Hath September (C)		Eddie Albert-Joan Leslie			In Prod.
Wagons Roll at Night (D) (Former title "Carnival")		Humphrey Bogart-Sylvia Sidney			a11/2/40
Winged Victory		G. Fitzgerald-Jas. Stephenson			In Prod.

MISCELLANEOUS

Adolescence (D)	80	Leon Janney-Eleanor Hunt	(A)	Select	b12/21/40
Bad Boy (D)	66	Johnny Downs-Rosalind Keith	(F)	Atlas	b1/27/40
Buried Alive (D)	74	Beverly Roberts-Rob't Wilcox	(A)	Producers	b1/13/40
Captain Moonlight (D)	60	John Garrick-Winifred Shotter	(A)	Atlas	b4/27/40
Face at the Window (My)	65	Tod Slaughter-Marjorie Taylor	(A)	Ziehm	b10/19/40
George Washington Carver (D)	69	G. W. Carver-B. Washington III	(A)	St. George	b4/13/40
Hidden Menace (D)	56	Otto Kruger-Gertrude Michael	(F)	Alliance	b4/13/40
Hold That Woman (C-D)	65	James Dunn-Frances Gifford	(F)	Producers	b8/3/40
Human Beast (D) (French)	79	Jean Gabin-Simone Simon	(A)	Juno	b4/24/40
Invisible Killer (D)	63	Grace Bradley-Roland Drew	(F)	Producers	b2/10/40
Leopard Men of Africa (T)	65	Natives and animals	(A)	Select	b7/6/40
Let George Do It (C)	72	Geo. Formby-Phyllis Calvert	(F)	Film All	b10/26/40
Lilac Domino (Mu)	95	Michael Bartlett-June Knight	(F)	Select	b12/14/40
Louise (Opera) (French)	72	Grace Moore	(A)	Mayer-Burstyn	b2/10/40
Mad Youth (D)	60	Mary Ainslee-Betty Compson	(A)	Atlas	b5/25/40
Mercy Plane (D)	60	James Dunn	(F)	Producers	b6/8/40
Misbehaving Husbands (C)	65	Harry Langdon-Betty Blythe	(F)	Producers	b12/14/40
Murder in the Night (D)	58	Jack LaRue-Sandra Storme	(A)	Film All	b7/20/40
Overnight (D)	66	Robert Donat-Pearl Argyle	(F)	Mundus	b6/8/40
Son of Ingagi (D)	66	Alfred Grant-Daisy Bufford	(A)	Sack	b1/20/40
Torso Murder Mystery (My)	70	Bruce Cabot-Marta Labarr	(A)	Ziehm	b10/19/40

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

Shorts Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Doughnuts	Shirley Temple	19	Reissued
Managed Money	Shirley Temple	20	Reissued
Merrily Yours	Shirley Temple	20	Reissued
Mother, The		10	Reissued
Pardon My Pups	Shirley Temple	19	Reissued
Somewhere on the Western Front		9	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1939-40

ALL STAR COMEDIES (18)

All American Blondes	Fair	17	11/11/39
Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
Awful Goof		19	Not Rev.
Boobs in the Woods	Funny	16	6/15/40
Fireman Save My Choo Choo	Blah	17	8/31/40
Glove Slingers	Good Slapstick	18	1/ 6/40
Heckler	Fairly Funny	18	2/24/40
His Bridal Fright		18	Not Rev.
Mr. Clyde Goes to Broadway		18	Not Rev.
Money Squawks		18	Not Rev.
Nothing But Pleasure	Amusing	18	2/17/40
Pardon My Berth Marks	Filler	18	3/16/40
Skinny the Moocher	Funny	16½	9/ 2/39
South of the Boudoir	Good Slapstick	18½	6/15/40
Static In the Attic	Funny	20	9/ 2/39
Taming of the Snood		18	Not Rev.
Teacher's Pest	Fairly Funny	18	8/12/39
You're Next	Poor	18	6/15/40

CINESCOPES (6)

Berth of a Queen	Interesting	11	4/20/40
Fashion Takes a Holiday	Feminine Appeal	11	3/16/40
Odd Vocations		10	Not Rev.
Squadron 992		8½	Not Rev.
Threads of a Nation	Interesting	11	2/24/40
World of 1960	Interesting	10	1/ 6/40

COLUMBIA TOURS (6)

Beautiful Switzerland	Average	10	12/30/39
Historic Cities of India		10	Not Rev.
Holland and the Zuyder Zee	Interesting	10	9/16/39
In the Land of the Pagodas		10	Not Rev.
Life in Paris		10	Not Rev.
New Hampshire	Good Travel Film	11	3/16/40
Pleasurebound in Canada		10	Not Rev.
Unveiling Algeria	Fair	10	4/20/40

COLOR RHAPSODIES (16) (Tech.)

Blackboard Review		7	Not Rev.
Boy, a Gun and Birds	Fair	7	1/ 6/40
Crop Chasers	Good	7½	10/14/39
Dreams On Ice	Cute	7	10/14/39
Egg Hunt	Cute	7½	6/15/40
Greyhound and the Rabbit	Filler	7	4/20/40
Happy Tots' Expedition		6½	Not Rev.
Jitterbug Knights	Fair	7	9/ 9/39
Mother Goose In Swing-Time		7	Not Rev.
Mountain Ears	Cute	7	10/14/39
Timid Pup	Too Tame	7	8/31/40
Ye Olde Swap Shoppe		7	Not Rev.

COMMUNITY SINGS (10)

College Songs		10	Not Rev.
Crosby Hit Songs		9	Not Rev.
Gypsy Songs	Very Good	10	2/17/40
Medley of Hits		10	Not Rev.
Old Time Songs		9½	Not Rev.
Stephen Foster Songs		10	Not Rev.
Topical Songs		10	Not Rev.

FABLES CARTOONS (6)

Barnyard Babies		6	Not Rev.
Little Lost Sheep	Fair	7	9/16/39
Park Your Baby	Average	7	2/24/40
Peep In the Deep	Routine	7	8/31/40
Pooch Parade		7	Not Rev.
Practice Makes Perfect	Dull	6	4/20/40

FOOLS WHO MADE HISTORY (6)

Story of Charles Goodyear	Excellent	10	10/21/39
Story of Elias Howe	Excellent	11	9/16/39

HAPPY HOUR

Book of Books	Outstanding	10	11/18/39
Building of Boys	Noteworthy	10	10/21/39

MOMENTS OF COMEDY (6)

PALS AND PETS (6)

PHANTASIES CARTOONS (10)

Charm Bracelet		6½	Not Rev.
Fish Follies		6	Not Rev.
Man of Tin		7	Not Rev.
Millionaire Hobo		6½	Not Rev.
Mouse Exterminator	Fair	6½	1/27/39
News Oddities		6½	Not Rev.

SCREEN SNAPSHOTS (12)

No. 1 Art of Make-up	Very Good	10	10/14/39
No. 2 Training Animal Stars	Above Average	10	11/11/39
No. 3 Novelty Parties		10	Not Rev.
No. 4 Trip Thru Studios		10	Not Rev.
No. 5 Art In Hollywood	Fan Appeal	11	3/16/40
No. 6 Hollywood Recreations	Good	10	4/20/40
No. 7 Wardrobe Designers		10	Not Rev.
No. 8 Cowboy Jubilee		10	Not Rev.
No. 9 Ken Murray	Just Fair	10	7/20/40
No. 10 Jack Oakie	So So	9	8/31/40

COLUMBIA 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of

STOOGE COMEDIES (8)

A Plumbing We Will Go		18	Not Rev.
Calling All Curs	Good Slapstick	18	8/12/39
How High Is Up	Grand Slams	16	7/20/40
Nutty But Nice		17	Not Rev.
Oily To Bed, Oily To Rise	Swell Slapstick	18	9/16/39
Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
Three Sappy People		18½	Not Rev.
You Nazty Spy!	Swell Satire	18	2/10/40

WASHINGTON PARADE (6)

Archives		11	Not Rev.
Inside the F.B.I.		11	Not Rev.
Our National Defense		10	Not Rev.
Smithsonian Institution	Exceptional	11	11/11/39
Social Security	Interesting	11	6/15/40
U. S. Treasury	Excellent	10	2/10/40

WORLD OF SPORTS (12)

Bows and Arrows	Very Good	10	10/21/39
Canvass Capers		10	Not Rev.
Fishing In Hawaii		11	Not Rev.
Flying Targets	For Sportsmen	10	3/16/40
Jai Alai	Good	9	12/30/39
Rough House Fiesta		10	Not Rev.
Saving Strokes With Sam Snead		10	Not Rev.
Skiing Technique		10	Not Rev.
Sport of Kings	Satisfactory	10	6/15/40
Tomorrow's Stars	Good	10	4/27/40

1940-41

ALL STAR COMEDIES (18)

Blondes and Blunders	Silly	16	11/30/40
Bundle of Bliss		17	Not Rev.
Cold Turkey		18	10/12/40
His Ex Marks the Spot	Funny	18	1/11/41
Pleased to Mitt You		18	Not Rev.
Spook Speaks	Fairly Amusing	18	10/12/40
Watchman Takes a Wife		18	Not Rev.

CINESCOPES (10)

Floating Elephants	Timely and Good	8	10/12/40
Hobby Lobby	Excellent	12	9/21/40
Nice Work, If you Can Do It	Fair	10	11/23/40
Ocean Trails		9	Not Rev.
Unique Industry		9	Not Rev.

COLOR RHAPSODIES (16) (Tech.)

Helping Paw		7	Not Rev.
Mad Hatter		7	Not Rev.
Mr. Elephant Goes to Town		8	Not Rev.
Tangled Television	Good	7½	10/12/40
Way of All Pests		7	Not Rev.
Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

Beautiful British Columbia		10	Not Rev.
From Singapore to Hongkong		10	Not Rev.
Historic Virginia		11	Not Rev.
Islands of the West Indies	Satisfactory	10	11/23/40
Old and New Arizona		10	Not Rev.
Savoy in the Alps	Poor Timing	11	11/23/40
Sojourn in Havana	Interesting	9	11/30/40

COMMUNITY SINGS (10)

Gay Tunes		10	Not Rev.
Jolly Tunes		9	Not Rev.
Melodies That Linger		10	Not Rev.
Popular Love Songs		9	Not Rev.
No. 5	Depends	9	11/23/40

FABLES CARTOONS (8)

Farmer Tom Thumb	Good	7	10/12/40
Mouse Meets Lion	Poor	6	11/23/40
Paunch and Judy		6	Not Rev.
Streamlined Donkey		6	Not Rev.

HOW'S YOUR I. Q. (6)

Take It Or Leave It No. 1	Funny	11½	11/30/40
Take It Or Leave It No. 2		11	Not Rev.

NEW YORK PARADE (6)

Magic City		10	Not Rev.

PHANTASIES CARTOONS (8)

Happy Holidays		6	Not Rev.
Little Theatre		6	Not Rev.
Schoolboy Dreams	Cute	7	10/12/40
Tom Thumb's Brother		6	Not Rev.
Wallflower		6	Not Rev.

SCREEN SNAPSHOTS (12)

No. 1 (Ken Murray)		10	11/30/40
No. 2 (Don Wilson)	Very Good	10	11/23/40
No. 3 (Ken Murray)	One of the Best	9	Not Rev.
No. 4 (Ken Murray)		10	Not Rev.
No. 5 (Bob Hope)		10	Not Rev.

STOOGE COMEDIES (8)

Boobs In Arms		18	Not Rev.
Cookoo Cavaliers	Silly	17	11/30/40
From Nurse to Worse	A Dud	17	8/31/40
No Census, No Feeling		18	Not Rev.

COLUMBIA 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of

WASHINGTON PARADE (6)

The Mint		10	Not Rev.
U. S. Military Academy		10	Not Rev.
U. S. Naval Academy		10	Not Rev.

WORLD OF SPORTS (12)

Ali the Giant Killer		9	Not Rev.
Hunting Wild Deer	Fair	9	11/30/40
Master of Cue	For Billiard Fans	10	10/12/40
Splits, Spares and Strikes		10	Not Rev.

MGM 1939-40

CARTOONS (18) (Tech.)

Bookworm Turns	Average	8	7/27/40
Fishing Bear	Clever	8	2/ 3/40
Gallopin' Gals	Excellent	8	11/ 9/40
Homeless Flea	Cute	8	11/ 9/40
Home on the Range	Cute	9	3/ 3/40
Mad Maestro	Good	8	1/20/40
Milky Way	Cute	8	7/ 6/40
Papa Gets the Bird	Cute	8	9/28/40
Peace on Earth	Definitely a "Must"	8	12/ 9/39
Puss Gets the Boot	Good	9	3/ 9/40
Rainy Day		8	Not Rev.
Romeo In Rhythm	Misses Fire	8	9/ 7/40
Swing Social	Clever	8	6/ 1/40
Tom Turkey and His Harmonica Humdinger	Fair	7	7/27/40

CRIME DOESN'T PAY (6)

Buyer Beware	Excellent	20	9/ 7/40
Jack Pot	One of the Best	19	3/30/40
Know Your Money	Excellent	21	2/ 3/40
Pound Foolish	Excellent	20	1/20/40
Soak the Old	Very Good	20	9/28/40
Women in Hiding	Excellent	22	7/ 6/40

METROSCOPIX (1)—NOT MADE

CAREY WILSON MINIATURES (9)

Ashcan Fleet	Excellent	11	10/ 7/39
Door Will Open	Unusual	11	3/30/40
Failure at Fifty	Excellent	10	10/28/39
Mendelssohn's Wedding March	For Romanticists	11	11/25/39
Miracle at Lourdes	Excellent	11	1/20/40
Old South	Interesting	10	2/ 3/40
Rumba Rhythm	Entertaining	10	9/ 2/39
Servant of Mankind	A Trailer	9	6/ 1/40
Where Turf Meets Surf	Fair	10	2/ 3/40

OUR GANG (8)

Alfalfa's Double	Chucklesome	11	2/ 3/40
All About Hash	Fair	11	6/ 1/40
Big Premiere	Poor	10	3/30/40
Bubbling Troubles	Has Laughs	11	7/ 6/40
Captain Spanky's Showboat	Funny	10	10/14/39
Dad For a Day	Good	11	11/25/39
New Pupil	Poor	11	4/27/40
Time Out for Lessons	Fair	11	12/23/39

JOHN NESBITT PASSING PARADE (8)

Baron and the Rose	Excellent	11	9/28/40
Dreams	Interesting	10	12/ 7/40
Forgotten Victory	Interesting	9	12/30/39
Hidden Master	Fair	10	4/27/40
Trifles of Importance	Very Good	10	7/27/40
Utopia of Death	Interesting	10	11/ 9/40
Way in the Wilderness	Fine	10	7/ 6/40
XXX Medico	Excellent	10	4/27/40

PETE SMITH SPECIALTIES (13)

Cat College	Excellent	10	7/27/40
Domineering Male	Excellent	10	3/30/40
Football Thrills of 1939	For Grid Fans	10	9/28/40
Let's Talk Turkey	Swell	10	11/25/39
Maintain the Right	Very Good	10	1/20/40
Please Answer	Very Good	9	9/ 7/40
Romance of the Potato	Good	9	12/23/39
Ski Birds	Excellent	8	11/25/39
Social Sea Lions	Novel	9	7/27/40
Spots Before Your Eyes	Excellent	10	6/ 1/40
Stuffie	Swell	11	3/ 9/40
What's Your I.Q.?	Good	7½	3/ 9/40
What's Your I.Q.? No. 2	Good	9	7/ 6/40

ROBERT BENCHLEY (4)

Day of Rest	Funny	10	10/28/39
Home Movies	A Howl	9	3/ 9/40
See Your Doctor	Very Funny	8	12/23/39
That Inferior Feeling	Excellent	10	1/20/40

SPECIAL SUBJECTS

Flags Speaks	A Must	19	5/ 4/40
Northward Ho!	A Trailer	9	3/ 9/40

FITZPATRICK TRAVELTALKS (12) (Tech.)

Calling on Colombia	Standard	8	4/27/40
Day on Treasure Island	Colorful	10	9/ 9/39
Land of Alaska Nellie	Good	10	1/27/40
Modern New Orleans	Interesting	9	6/ 1/40
Natural Wonders of Washington State	Okay	10	10/28/39
Night Descends on Treasure Island	Fair	9	3/ 9/40
Old Natchez	Good	9	2/ 3/40
Quaint St. Augustine	Charming	9	11/25/39
Seattle, Gateway to the Northwest	Standard	9	3/30/40
Sitka and Juneau	Interesting	9	4/27/40
Suva, Pride of Fiji	Pleasing	9	6/ 1/40
Valiant Venezuela	Standard	9	12/23/39

MGM 1940-41

Comment	Running Time	Reviewed Issue Of
CARTOONS (18) (Tech.)		
Abdul the Bul-Bul Ameer	8	Not Rev.
Lonesome Stranger....Excellent	9	12/ 7/40
Mrs. Ladybug....Excellent	8	1/ 4/41
CRIME DOESN'T PAY (6)		
Eyes of the Navy....Excellent	22	10/19/40
Respect the Law	20	Not Rev.
You the People....Excellent	21	1/ 4/41
MINIATURES (10)		
Great Meddler....Very Good	10	1/ 4/41
Happiest Man on Earth	10	Not Rev.
Rodeo Dough....Very Good	10	12/ 7/40
OUR GANG (9)		
Baby Blues	10	Not Rev.
Fightin' Fools	10	Not Rev.
Goin' Fishin'....Standard	10	11/ 9/40
Good Bad Boys....Good	11	9/ 7/40
Kiddie Cure....Good Gang	11	12/ 7/40
Waldo's Last Stand....Flimsy	10	11/ 9/40
PASSING PARADE (9)		
American Spoken Here...Excellent	10	12/ 7/40
PETE SMITH SPECIALTIES (14)		
Penny to the Rescue	10	Not Rev.
Quicker'n a Wink....Excellent	10	11/ 9/40
Quiz Biz	10	Not Rev.
Sea For Yourself....Holds Interest	10	1/ 4/41
Wedding Bills....Very Good	10	12/ 7/40
FITZPATRICK TRAVELTALKS (12) (Tech.)		
Alluring Alaska	10	Not Rev.
Beautiful Bali....As Usual	10	12/ 7/40
Capital City....Fair	9	9/ 7/40
Cavalcade of San Francisco....Too Late	9	9/28/40
Glimpses of Kentucky	10	Not Rev.
Glimpses of Washington State	10	Not Rev.
Haiti, Land of Dark Majesty	10	Not Rev.
Mediterranean Ports of Call	10	Not Rev.
Old New Mexico....Fair	10	11/ 9/40
Old New Orleans....As Usual	10	1/ 4/41
Red Men on Parade	10	Not Rev.
Yosemite the Magnificent	10	Not Rev.

PARAMOUNT 1939-40

Comment	Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)		
Ants in the Plants....Good	7	3/23/40
Fresh Vegetables Mystery.Clever	7	10/21/39
Snubbed by a Snob....Cute	7	5/18/40
Kick In Time....Good	7	2/24/40
Little Lambkin....Cute	7	8/17/40
You Can't Shoe a Horsefly....Cute	7	8/24/40
COLOR CRUISES (7)		
Argentina	10	Not Rev.
Chile....Fair Travelogue	10	12/16/39
Cuba	10	Not Rev.
Ecuador....Fair	10	9/16/39
Isle of Columbus	10	Not Rev.
Pacific Paradise....Interesting	10	7/13/40
Peru....Average	10	10/21/39
HEADLINERS (10)		
Artie Shaw's Class in Swing....For Swing Fans Only	10	8/26/39
Blue Barron & Orch....Good	10	6/ 8/40
Frankie Masters and His Orchestra....Entertaining	11	1/20/40
Have You Met Yvette?....Good	10	5/ 4/40
Here's Hal....Average Band Number	10	12/16/39
Jimmy Dorsey & Orch....Snappy	10	2/24/40
Moments of Charm of 1940....Very Good	11	11/ 4/39
George Olsen and His Music....Peppy	10	3/23/40
Ted Fio Rito & Orch....Good	11	11/11/39
Pinky Tomlin & Orch....Entertaining	11	8/17/40
PARAGRAPHICS (10)		
Bits of Life....Misses Fire	11	12/16/39
Busy Little Bears....Splendid	10	11/11/39
Dangerous Dollars....Informative	11	7/13/40
Not So Dumb....Excellent	10	3/23/40
Pictorial....Interesting	10	2/24/40
Pictorial No. 2....Satisfactory Filler	10	8/24/40
Public Hobby No. 1....Stamp-endous	10	9/ 2/39
Sugar Wind....Good	10	2/ 3/40
Television Preview....Interesting	10	5/18/40
Touchdown Review....Good Resume	10	1/27/40
POPEYE (12)		
Doing Impossikible Stunts.Good	7	8/17/40
Females Is Fickle....Good	7	3/23/40
Fightin' Pals	7	Not Rev.
Me Feelin's Is Hurt....Fair	7	5/ 4/40
Never Sock a Baby....Good	6	11/18/39
Nurse Mates....Fair	7	7/13/40
Onion Pacific....Satisfactory	7	6/ 8/40
Puttin' On the Act....Poor	7	8/24/40
Shakespearian Spinach...Funny	7	2/ 3/40
Stealin' Ain't Honest....Average	7	5/ 4/40
Wimmin Hadn't Oughta Drive....Excellent	7	8/24/40
Women Is a Myskery....Funny	7	6/ 8/40
POPULAR SCIENCE (6)		
No. 1....Very Good	10	9/23/39
No. 2....Very Interesting	10	11/25/39
No. 3....Interesting	10	1/27/40
No. 4....Exceptionally Interest'g	10	2/24/40
No. 5....Very Good	10	5/ 4/40
No. 6....Good	11	7/13/40

PARAMOUNT 1939-40 (Cont.)

Comment	Running Time	Reviewed Issue Of
SPORTLIGHTS (13)		
Aqua-Rhythm....Good	10	11/18/39
Blue Streak....Excellent	10	5/ 4/40
Bowling Skill....Very Good	10	2/ 3/40
Catching Whoppers....Thrilling	10	9/23/39
Cradle of Champions....Excellent	10	6/15/40
Dog Is Born....Excellent	10	11/ 4/39
Desert Adventure....Excellent	10	9/23/39
Human Fish....Excellent	10	2/24/40
Hydro-Maniacs....Exciting	10	8/26/39
Judo Experts....Excellent	10	1/20/40
Playmates of the Wild....Unique	10	5/18/40
Sink or Swim....Very Good	10	7/13/40
Two of a Kind....Fine	10	3/23/40
STONE AGE CARTOONS (12)		
Foul Ball Player....Fair	7	6/ 8/40
Fulla Bluff Man....Fair	7	8/24/40
Granite Hotel....Good	7	5/18/40
Springtime in the Rockage	7	Not Rev.
Ugly Dino....Cute	7	7/13/40
Pedagological Institution	7	Not Rev.
Way Back When a Nag Was Only a Horse....Okay	7	3/23/40
Way Back When a Night Club Was a Stick	7	Not Rev.
Way Back When a Razzberry Was a Fruit.Fair	7	8/16/40
Way Back When a Triangle Had Its Points....Fair	7	2/24/40
Way Back When Women Had Their Weigh	7	Not Rev.
Wedding Belts	7	Not Rev.
SYMPHONIC (3)		
Blue Danube Waltz....Glorious Music	10	10/21/39
Merry Wives of Windsor.For Music Lovers	9	11/11/39
William Tell....Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)		
No. 1....Good	11	10/14/39
No. 2....Fairly Interesting	11	12/16/39
No. 3....Good	11	2/ 3/40
No. 4....Interesting	10	5/ 4/40
No. 5....Good	10	5/18/40
No. 6....Interesting	10	8/16/40

1940-41

Comment	Running Time	Reviewed Issue Of
ANIMATED ANTICS (10)		
Bring Himself Back Alive....Good	7	12/21/40
Dandy Lion....Poor	7	10/ 5/40
Mommy Loves Poppy....Average	7	11/23/40
Sneak, Snoop and Snitch.Fair	7	11/23/40
Twinkletoes Gets the Bird	7	Not Rev.
FASCINATING JOURNEYS (6) (Tech.)		
Indian Temples	10	Not Rev.
River Thames—Yesterday.Beautiful	10	11/23/40
Sacred Ganges....Dull	10	Coming
GABBY CARTOONS (8) (Tech.)		
All's Well....Silly	7	1/18/41
Constable....Satisfactory	7	11/23/40
King For a Day....Fair	7	10/26/40
Two for the Zoo	7	Not Rev.
Spunky's Diet	7	Not Rev.
HEADLINERS (8)		
Listen to Larry....Satisfactory	10	11/ 2/40
Johnnie Messner & Orch..Fair	11	12/21/40
Moments of Charm of 1941 (Tech.)....Pretty	10	10/ 5/40
MADCAP MODELS (6) (Tech.)		
Dipsy Gipsy	9	Not Rev.
Western Daze....Novel	9	1/11/41
PARAGRAPHICS (6)		
Breezy Little Bears....Excellent	10	1/18/41
Nature's Nursery....Excellent	10	11/ 2/40
Seeing Is Believing....Fair	11	12/ 7/40
POPEYE (12)		
Eugene, the Jeep....Funny	7	12/ 7/40
My Pop, My Pop....Amusing	7	11/ 2/40
Popeye Meets William Tell....Funny	7	10/ 5/40
Problem Pappy....Fair	7	Coming
Quiet Pleeze	7	Not Rev.
With Poopdeck Pappy....Entertaining	7	12/ 7/40
POPULAR SCIENCE (6)		
No. 1....Good	10	10/ 5/40
No. 2....Interesting	10	11/23/40
No. 3....Interesting	10	12/21/40
No. 4	10	Not Rev.
ROBERT BENCHLEY (4)		
Trouble With Husbands..Great Fun	11	11/16/40
Waiting For Baby	10	Not Rev.
SPECIAL CARTOON (1) (Tech.)		
Raggedy Ann....Very Good	19	12/21/40
SPORTLIGHTS (13)		
Acrobatic Aces....Excellent	10	Coming
Diving Demons....Beautiful Diving	10	10/ 5/40
Feminine Fitness....Very Good	10	12/21/40
Lasso Wizards	10	Not Rev.
Marine Round-up....Excellent	10	12/ 7/40
Motorcycle Stunting....Thrills Aplenty	10	11/23/40
Sporting Everglades....Very Good	10	10/26/40
UNUSUAL OCCUPATIONS (6)		
No. 1....Good	10	10/ 5/40
No. 2....Interesting	10	12/ 7/40
No. 3	10	Not Rev.

RKO-RADIO 1939-40

Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)		
Bill Poster....Very Good	8	5/25/40
Bone Trouble	9	Not Rev.
Donald's Dog Laundry...Very Funny	8	5/25/40
Donald's Vacation....A Scream	8	8/10/40
Fire Chief....Good	8	12/14/40
Goofy's Glider....Excellent	8	12/14/40
Mr. Duck Steps Out....Swell	8	5/25/40
Mr. Mouse Takes a Trip.Excellent	8	11/16/40
Officer Duck....A Scream	8	9/16/39
Pantry Pirate	8	Not Rev.
Pluto's Dream House....Excellent	8	9/14/40
Put-Put Troubles	7	Not Rev.
Riveters....A Howl	7	5/25/40
Tugboat Mickey....Excellent	8	5/25/40
Window Cleaners....A Scream	8	10/19/40
EDGAR KENNEDY (6)		
Act Your Age....Extremely Funny	18	10/ 7/39
Kennedy the Great	19	Not Rev.
Mutiny in the County	17	Not Rev.
Slightly at Sea	16	Not Rev.
'Taint Legal	16	Not Rev.
INFORMATION PLEASE (13)		
No. 1 (Rex Stout)....Like Radio Program	11	9/30/39
No. 2 (Gene Tunney)...Entertaining	10	10/28/39
No. 3 (C. B. Kelland)..Entertaining	10	11/18/39
No. 4 (Deems Taylor)...Very Good	11	12/23/39
No. 5 (Chris. Morley)..Good	11	2/10/40
No. 6 (Gene Tunney)...Very Good	10	2/17/40
No. 7 (C. B. Kelland)..Entertaining	11	4/ 6/40
No. 8 (Ruth Gordon)....Excellent	10	4/13/40
No. 9 (Elmer Davis)....Excellent	11	4/27/40
No. 10 (Deems Taylor)..Good	11	6/15/40
No. 11 (Chris. Morley)..Entertaining	11	6/15/40
No. 12 (Wendell Willkie) Willkie Appeal	10	7/13/40
No. 13 (Elmer Davis)....Amusing	9	8/10/40
LEON ERROL (6)		
Bested By a Beard	20	Not Rev.
Scrappily Married	20	Not Rev.
Truth Aches	19	Not Rev.
Wrong Room....A Howl	19	10/14/39
MARCH OF TIME (13)		
Canada at War....Interesting	18	3/ 9/40
America's Youth—1940...Satisfactory	19	4/13/40
Philippines....Interesting	19	5/11/40
U. S. Navy....Good	19	6/ 8/40
Spoils of Conquest....Good	17	8/10/40
Gateway to Panama....Okay	20	8/24/40
RADIO FLASH (8)		
Blamed For a Blonde...Very Funny	19	10/ 7/39
Chicken Feed	18	Not Rev.
Coat Tales	18	Not Rev.
Goodness a Ghost	16	Not Rev.
Twincuplets	20	Not Rev.
RAY WHITLEY (8)		
Bandits and Ballads	17	Not Rev.
Coralling a School Marm.Good	20	8/10/40
Cupid Rides the Range..Very Good	18	9/16/39
Molly Cures a Cowboy	19	Not Rev.
REELISMS (13)		
Acres of Plenty....Very Good	9	11/ 4/39
Air Army....Timely	9	4/27/40
American Royal....Excellent	9	11/18/39
Hats	9	Not Rev.
Men of Muscle....Good	9	2/10/40
Navajoland....Very Good	10	2/10/40
Nevada Unlimited....Interesting	9	9/30/39
Siege....Startling	10	2/10/40
Stray Lamb....Unusual	8	6/15/40
Streamlined....Excellent	9	8/10/40
Vacation Diary....Exhilarating	10	2/17/40
Week End	9	Not Rev.
West Wall....Informative	10	12/23/39
SPORTSCOPES (13)		
Aquapoise....Swell	9	2/10/40
Arrow Points....Good Archery	8	9/14/40
Court Favorites....Interesting	10	4/27/40
Flycasting....Interesting	9	4/ 6/40
Gun Play....Fair	9	9/30/39
Hunting Hounds....Very Interesting	9	11/ 4/39
Hurdle Hoppers....Splendid	9	6/15/40
Ice Cutters....Good	9	11/ 4/39
Pennant Chasers....For Baseball Fans	9	4/ 6/40
Silent Wings....Interesting	10	6/15/40
Sky Game....Excellent	9	12/23/39
Trouble Shooter....For Golfers	9	9/14/40
Winter Playground....Splendid	9	12/ 9/39

1940-41

Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)		
EDGAR KENNEDY (6)		
Drafted in the Depot	19	Not Rev.
Sunk by the Census....Funny	18	9/14/40
Trailer Tragedy....Funny	17	10/19/40
INFORMATION PLEASE (13)		
No. 1 (Anna Neagle)....Excellent	11	9/14/40
No. 2 (Ruth Gordon)....Good	10	10/19/40
No. 3 (Alice Marble)....Swell As Usual	10	11/16/40
No. 4 (Louis Bromfield).Excellent	11	12/14/40
No. 5 (Wendell Willkie)	10	Not Rev.

RKO-RADIO 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of
LEON ERROL (6)			
He Asked for It	Very Funny	18	9/14/40
Tattle Talevision	Funny	19	11/16/40
MARCH OF TIME (13)			
On Foreign Newsfronts	Fair	19	9/21/40
Britain's R.A.F.	Very Informative	18	10/ 5/40
Mexico	Timely and Informative	19	10/26/40
Arms and the Men—U.S.A.	Timely	19	11/23/40
Labor and Defense—1941	Excellent	19	12/21/40
Uncle Sam—Non-Belligerent	Excellent	19	1/18/41
RAY WHITLEY (4)			
Bar Buckaroos	Good	16	11/16/40
PICTURE PEOPLE (13)			
No. 1	Interesting	10	9/14/40
No. 2	Good	9	10/19/40
No. 3	Night Club Plug	10	11/16/40
No. 4	Good	10	12/14/40
No. 5		10	Not Rev.
SPECIAL SUBJECT			
Growing Up (Quins)	18. Wide Appeal	18	12/14/40
SPORTSCOPES (13)			
Kentucky Royalty	For Horse Lovers	9	10/19/40
Quail Quest	Good	9	9/14/40
Snow Eagles		9	Not Rev.
Snow Fun	Exhilarating	9	12/14/40
Sportsman's Partner	For Dog Lovers	9	11/16/40

REPUBLIC

MEET THE STARS (12)			
Chinese Garden Festival	Good Starter	10	12/21/40

20th CENTURY-FOX 1939-40

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Conquering the Colorado	Exciting	11	8/19/39
Filming the Fleet	Exceptional	10	9/23/39
Sky Fighters	Excellent	10	12/ 9/39
Sanctuary of Seals	Unique	10	6/ 8/40
DRIBBLE PUSS PARADE—LEW LEHR (6)			
Cheerio My Dears		9	Not Rev.
Labor Savers	Amusing	9	3/30/40
Monkeys Is the Cwaziest People	Riot of Laughs	10	9/30/39
Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)			
For Going Places	Natural For Women	10	9/23/39
For Outdoors	Excellent	10	3/30/40
For Play Hours	Excellent	10	2/24/40
No. 8		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Aghileen Pinnacles	Excellent	11	10/14/39
Birthplace of Icebergs	Remarkable	11	8/19/39
Climbing the Spirit's Home	Interesting	10	3/30/40
Evergreen Empire	Interesting	10	9/23/39
Flying Stewardess		10	Not Rev.
Isles of the East	Excellent	9	6/ 1/40
Kangaroo Country	Interesting	10	12/ 9/39
Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)			
Action on Ice		10	Not Rev.
Big Game Fishing	Exciting	10	9/16/39
Clocking the Jockeys	Interesting	11	10/14/39
Following the Hounds	Outstanding (Tech.)	10	2/24/40
Over the Seven Seas	Fine	10	3/30/40
Top Notch Tennis	Good	10	2/24/40
TERRYTOONS (26) (10 in Tech.)			
All's Well That Ends Well	Fair	7	4/ 6/40
Catnip Capers	Good	7	6/ 8/40
Dog in a Mansion	Good	7	2/24/40
Edgar Runs Again	Very Good	7	2/24/40
First Robin (Tech.)		7	Not Rev.
Golden West	Clever	7	8/19/39
Hare and Hounds		7	Not Rev.
Harvest Time	Clever	7	2/24/40
Hitch-Hiker		7	Not Rev.
Hook, Line and Sinker (Tech.)		7	Not Rev.
Ice Pond		7	Not Rev.
It Must Be Love		7	Not Rev.
Just a Little Bull (Tech.)		7	Not Rev.
Love in a Cottage		7	Not Rev.
Much Ado About Nothing	Good	7	4/ 6/40
One Mouse in a Million	Fair	7	12/ 9/39
Orphan Duck (Tech.)	Diverting	7	10/14/39
Professor Offkeyski	Good	7	6/ 1/40
Rover's Rescue		7	Not Rev.
Rupert the Runt		7	Not Rev.
Sheep in the Meadow	Satisfactory	7	10/14/39
Swiss Ski Yodelers	Clever	7	6/ 1/40
Two Headed Giant (Tech.)	Good	7	8/19/39
Watch Dog		7	Not Rev.
Wicky Wacky Romance	Very Good	7	12/ 9/39
Wot's All the Shootin' For		7	Not Rev.

20th CENTURY-FOX 1940-41

	Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Midget Motor Mania	Unusual	10	10/12/40
Modern Highway		10	Not Rev.
Training Police Horses		10	Not Rev.
FASHION FORECASTS (4) (Tech.) ANNOUNCED—NOT MADE			
LEW LEHR COMEDIES (4)			
Grunters and Groaners	Tiresome	10	8/10/40
Tale of Butch the Parrot		10	Not Rev.
MAGIC CARPET OF MOVIETONE (8)			
Eskimo Trails	Enlightening	10	8/10/40
Isle of Mystery		10	Not Rev.
Land of Flowers (Tech.)	Colorful	9	8/10/40
Old Dominion State	Very Good (Tech.)	10	11/30/40
RIPLEY'S BELIEVE IT OR NOT (4)			
Acquitted by the Sea	Excellent	10	10/12/40
SPORTS REVIEWS—THORGERSEN (6) (3 in Tech.)			
Bowling for Strikes	Great for Bowlers	10	10/12/40
Lure of the Trout (Tech.)	For Fly Casters	10	11/30/40
Rodeo Goes to Town		10	Not Rev.
Symphony in Snow		10	Not Rev.
Vacation Time (Tech.)	OK	8	8/10/40
TERRYTOONS (26) (13 in Tech.)			
Bill Mouse's Akwakade (Tech.)	Excellent	7	8/10/40
Club Life in the Stone Age		7	Not Rev.
Hairless Hector		7	Not Rev.
Happy Haunting Grounds		7	Not Rev.
Home Guard		7	Not Rev.
How Wet Was My Ocean (Tech.)	Excellent	7	10/12/40
Landing of the Pilgrims (Tech.)	Good Now	7	11/30/40
Lucky Duck (Tech.)		7	Not Rev.
Mississippi Swing		7	Not Rev.
Magic Pencil	Poor	7	12/ 7/40
Plane Goofy (Tech.)	Fair	7	12/ 7/40
Snow Man		7	Not Rev.
Temperamental Lion (Tech.)		7	Not Rev.
Touchdown Demons	Amusing	7	10/ 5/40
What a Little Sneeze Can Do		7	Not Rev.
When Knights Were Bold		7	Not Rev.

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CARTUNES (13) WALTER LANTZ (Tech.)			
A-Haunting We Will Go	Pretty Good	7	7/15/39
Andy Panda Goes Fishing	Fair	9	2/10/40
Kittens' Mittens	Good	9	2/24/40
Life Begins For Andy Panda	Amusing	9	9/30/39
100 Pygmies and Andy Panda	Good	7½	5/11/40
Scrambled Eggs	Cute	8	12/30/39
Sleeping Princess	Good Fun	7	12/ 2/39
Tom Thumb, Jr.	Cute	8	4/ 6/40
GOING PLACES (15)			
Man-Made Jungle (66)		10	Not Rev.
In The Heart of Africa (67)	Very Good	9	10/21/39
Funny Birds—Here And There (68)	Excellent	9	10/21/39
Playground Of The Antilles (69)	Interesting	9	12/23/39
Delicacy On A Half Shell (70)	Very Good	9	12/30/39
Strange American Animals (No. 71)	Interesting	9	2/10/40
Rhodesia (No. 72)	Good	9	4/ 6/40
Working On The Railroads — The Country Goes To The Dogs (73)	Excellent	9	3/30/40
Barbados (No. 74)	Interesting	9	4/20/40
Death Valley (No. 75)	Fascinating	10	4/20/40
Pretzels—Goat Farms (76)	Good	9	5/11/40
Parlor Buckaroos (77)	Interesting	10	6/22/40
Curacao (No. 78)	Timely	9	6/22/40
Coast Of Curiosities (79)		9	Not Rev.
Down El Paso Way (80)		10	Not Rev.
MUSICALS (13)			
Boy Meets Joy	Good Diversion	20	9/ 2/39
Bullets and Ballads	Good	18	2/17/40
Folies Parisienne	Just Fair	18	4/20/40
Honolulu Bound		18	Not Rev.
I Dream of Jeannie with the Light Brown Hair	Fair	17	9/21/40
International Revels	Okay Filler	18	4/ 6/40
Naughty Nineties	Pleasing	18	6/22/40
Rhythm Jamboree	Fair Vaudeville	18	2/10/40
Rhumba Land	Good Vaudeville	18½	12/ 2/39
Snow Follies	Light Fare	19	12/30/39
Swing Hotel	Diverting	17	10/21/39
Swingin' in the Barn	Rustic Rhythm	19	6/22/40
Varsity Vanities	Swing Session	18	8/ 3/40
SPECIAL SUBJECT (1)			
March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)			
No. 66	Very Good	10	9/23/39
No. 67	Good	10	10/21/39
No. 68	Interesting	9	10/21/39
No. 69	Good	9	12/23/39
No. 70	Average	9	12/23/39
No. 71	Good	9	2/ 3/40
No. 72	Average	9	4/ 6/40
No. 73	Interesting	9	4/ 6/40
No. 74	Good	9	4/20/40
No. 75	Good	9	4/20/40
No. 76	Good	9½	5/11/40
No. 77	Good	9	6/22/40
No. 78	Average	9	6/22/40
No. 79		9	Not Rev.
No. 80		9	Not Rev.

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	Comment	Running Time	Reviewed Issue Of
CARTOONS (13) (Tech.)			
Crazy House	Satisfactory	8	10/12/40
Knock, Knock	Very Good	8	11/30/40
Mouse Trapper		7	Not Rev.
Recruiting Daze	Fair	8	11/ 2/40
Syncopated Sioux	Clever	7	12/28/40
GOING PLACES (15)			
No. 81 (Coast Guard)	Interesting	10	9/21/40
No. 82 (Sun Valley)	Good	10	10/12/40
No. 83 (Arizona)	Interesting	10	10/12/40
No. 84 (Melting Pot of the Caribbean)	Good	10	12/28/40
No. 85 (Hunting on Top of the World)	Fascinating	9	12/28/40
No. 86 (South of the Border)		10	Not Rev.
MUSICALS—TWO REEL (13)			
Beat Me Daddy-Eight to the Bar		17	Not Rev.
Class in Swing	Good Variety	16	10/12/40
Congamania	Latin Liveliness	20	11/30/40
Tickled Pinky	Rustic Rhythm	18	1/ 4/41
Torrid Tempos	Entertaining	18	11/30/40
SPECIAL SUBJECT (1)			
Swing with Bing	Excellent	18	4/13/40
STRANGER THAN FICTION (15)			
No. 81	Good	9	9/21/40
No. 82	Average	9	10/12/40
No. 83	Average	9	10/12/40
No. 84	Good	9	11/30/40
No. 85	Excellent	9	12/28/40
No. 86		9	Not Rev.

VITAPHONE-WARNER BROS. 1939-40

BROADWAY BREVITIES (10)			
Alex in Wonderland		20	Not Rev.
Double or Nothing	Amusing	20	2/17/40
Ice Frolics	Entertaining	20	9/30/39
One for the Book	Entertaining	20	12/30/39
Public Jitterbug No. 1		18	Not Rev.
Remember When	Swell Entertainment	20	9/ 2/39
Slapsie Maxie's	Perfect Clowning	17	8/26/39
Spills for Thrills	Excellent	19	7/ 6/40
World's Fair Junior	Just Fair	20	11/ 4/39
Young America Flies	Excellent	22	7/27/40
COLOR PARADE (10)			
American Saddle Horses	Interesting	10	11/25/39
Famous Movie Dogs	Excellent	10	7/27/40
Gun Dog's Life	Sure to Please	10	5/18/40
Mechanix Illustrated #1	Good	10	9/ 2/39
Mechanix Illustrated #2		10	Not Rev.
Mechanix Illustrated #3	Interesting	10	2/17/40
Mechanix Illustrated #4	Interesting	10	6/15/40
Men Wanted	Interesting	10	4/13/40
New Horizons	Good	10	12/30/39
The Valley	Interesting	10	7/ 6/40
FEATURETS (Tech.) (8)			
Cinderella's Feller	Excellent	16	6/15/40
Monroe Doctrine	Excellent	16	10/28/39
Old Hickory	Outstanding	17	12/30/39
Pony Express Days	Excellent	19	7/ 6/40
Royal Rodeo	Entertaining	15	11/25/39
Service with the Colors	Sure-Fire	20	8/31/40
Singing Dude	Excellent	18	4/13/40
Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)			
Africa Squeaks	Hilarious	7	2/24/40
Ali Baba Bound		7	Not Rev.
Chewin' Bruin	Amusing	7	6/15/40
Film Fan	Excellent	7	1/ 6/40
Jeepers Creepers	Funny	7	10/ 7/39
Naughty Neighbors	Good	7	11/ 4/39
Patient Porky	Good Diversion	7	8/31/40
Pied Piper Porky	Good	7	11/25/39
Pilgrim Porky	Clever	7	4/13/40
Porky's Baseball Broadcast	Funny	7	7/ 6/40
Porky's Hotel	Good	7	9/ 2/39
Porky's Last Stand		7	Not Rev.
Porky's Pony Express		7	Not Rev.
Porky's Poor Fish		7	Not Rev.
Porky the Giant Killer		7	Not Rev.
Slap Happy Pappy		7	Not Rev.
You Ought to Be In Pictures	Novel	7	5/18/40
MELODY MASTERS (10)			
Dave Apollon	Average Musical	10	2/24/40
Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
Dipsy Doodler	Swingy	10	5/18/40
Woody Herman		10	Not Rev.
Vincent Lopez	Lively	10	9/23/39
Ozzie Nelson	Good	10	6/15/40
Romance in Rhythm	Satisfactory	10	4/13/40
Rubinoff and Orch.	Good	10	11/ 4/39
Swing Styles	Good	10	8/26/39
Symphony of Swing	Satisfactory	10	12/ 2/39

VITAPHONE-WARNER BROS. 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
MERRIE MELODIES (26) (Tech.)			
Bears' Tale		7	Not Rev.
Busy Bakers		7	Not Rev.
Ceiling Hero		7	Not Rev.
Circus Today	Clever	7	7/ 6/40
Confederate Honey		7	Not Rev.
Cross Country Detours	A Knockout	7	4/13/40
Curious Puppy		7	Not Rev.
Early Worm Gets the Bird		7	Not Rev.
Egg Collector		7	Not Rev.
Elmer's Candid Camera		7	Not Rev.
Fagin's Freshmen	Amusing	7	11/25/39
Fresh Fish	Swell	7	11/ 4/39
Gander at Mother Goose	Good	7	5/18/40
Ghost Wanted	Amusing	7	10/26/40
Good Egg		7	Not Rev.
Hardship of Miles Standish		7	Not Rev.
Land of the Midnight Fun	Superb	7	9/23/39
Little Blabbermouse	Amusing	7	8/ 3/40
Little Lion Hunter		7	Not Rev.
Mighty Hunters	Pleasing	7	2/17/40
Screwball Football	Swell Cartoon	7	12/30/39
Sioux Me	Clever	7	9/ 9/39
Sniffles and Bookworm	Cute	7	2/24/40
Sniffles Takes a Trip		7	Not Rev.
Tom Thumb in Trouble	Cute	7	6/15/40
Wild Hare		7	Not Rev.
SPECIAL RELEASE			
Cavalcade of Academy Awards	Fan Appeal	31	5/18/40
VITAPHONE VARIETIES (6)			
All Girl Revue		7	Not Rev.
No Parking	Fairly Funny	10	4/13/40
Organ Novelty	Fair	9	11/11/39
Radio and Relatives		10	Not Rev.
Sword Fishing	Exciting	10	10/ 7/39
Vote Trouble	Laughs	10	8/26/39

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BROADWAY BREVITIES (9)			
Alice in Movieland	Superlative	20	11/30/40
Dog in the Orchard	Meritorious	20	1/18/41
Just a Cute Kid		20	Not Rev.
Mack Sennett Revival		20	Not Rev.
ELSA MAXWELL COMEDIES (3)			
Mack Sennett Revival		20	Not Rev.
Lady and the Lug		19	Not Rev.
Riding Into Society	I'Ain't Funny	19	8/31/40
Throwing a Party		20	Not Rev.
HOLLYWOOD NOVELTIES (10)			
History Repeats Itself	Good	10	9/30/39
Football Highlights	Rockne Build-up	10	8/31/40
Mexican Jumping Beans	Very Good	10	11/30/40
Shark Hunting	Exciting	10	8/ 3/40
LOONEY TUNES (16)			
Calling Dr. Porky		7	Not Rev.
Pre-Historic Porky	Clever	7	11/ 2/40
Porky's Hired Hand	Good	7	12/28/40
Porky's Snooze Reel		7	Not Rev.
Sour Puss	Satisfactory	7	11/30/40
Timid Toreador	Good	7	1/18/41
MELODY MASTERS (10)			
Henry Busse & Orch.	Good	10	11/30/40
Skinny Ennis & Orch.	Good	10	12/28/40
Jan Garber & Orch.		10	Not Rev.
Matty Malneck	Snappy	10	8/ 3/40
Joe Reichman & Orch.	Excellent	10	11/ 2/40
MERRIE MELODIES (26) (Tech.)			
Bed Time for Sniffles		7	Not Rev.
Elmer's Pet Rabbit	Funny	7	12/28/40
Fighting 69½	Good	7	1/18/41
Good Night Elmer		7	Not Rev.
Holiday Highlights	Swell Satire	7	11/ 2/40
Malibu Beach Party	Grade A	7	8/31/40
Of Fox and Hound		7	Not Rev.
Shop, Look and Listen	Good	7	12/28/40
Stage Fright	Satisfactory	7	10/26/40
Wacky Wildlife	Funny	7	12/ 7/40
TECHNICOLOR SPECIALS (6)			
Flag of Humanity	Splendid	20	10/26/40
March on Marines	Excellent	20	12/28/40
Meet the Fleet	Excellent	20	1/18/41
SPECIAL SUBJECT			
Christmas Under Fire	Heart Appeal	10	1/18/41
London Can Take It	Powerful	10	10/26/40
SPORTS PARADES (10)			
California Thoroughbreds	Interesting	10	12/28/40
Diary of a Racing Pigeon	Interesting	10	12/ 7/40
Dogs You Seldom See	Good Novelty	10	8/31/40
Fly Fishing	For Anglers	10	10/26/40

MISCELLANEOUS

	Comment	Running Time	Reviewed Issue Of
Aida (Guaranteed)	For Music Lovers	9	5/11/40
Ave Maria (Malchain)	Impressive	10	7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	11/ 4/39
In the Bank (King of Comedy Pictures)	Still Good	19	11/16/40
Memory Lingers On No. 2 (Progress)	Excellent	10	8/ 5/39
Norway's Fate (Hoffberg)	Fair	10	5/18/40
On the Trail of the Tarpon (N. Y. Zoological Society)	Thrilling	11	1/13/40
Paper Hanger (King of Comedy Pictures)	Delightful	19	3/ 2/40
Rembrandt (Malchain)	Fascinating	11	7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	7/ 1/39
Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1939-40

Dist and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
Deadwood Dick	15 Chaps.	7/20/40
Green Archer	15 Chaps.	11/ 2/40
The Shadow	15 Chaps.	1/13/40
Terry and the Pirates	15 Chaps.	4/20/40

SERIALS 1939-40 (Cont.)

Dist and Title	No. Chaps.	Reviewed Issue of
REPUBLIC		
Adventures of Red Ryder	12 Chaps.	6/15/40
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39
Winners of the West	15 Chaps.	5/11/40

1940-41

Dist and Title	No. Chaps.	Reviewed Issue of
REPUBLIC		
King of the Royal Mounted	12 Chaps.	8/17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40

CLASSIFIED ADVERTISING

Ten cents per word. No charge for name and address. Five insertions for the price of three. Money order or check with copy. Classified ads will appear as soon as received unless otherwise instructed. Address: Classified Dept., SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

BOOKS

SYSTEMATIZING THEATRE OPERATION, a condensed, easy-to-read book covering every important phase of theatre operation. Written by "Chick" Lewis. Sent postpaid upon receipt of $1.00 in cash, check or money order. Address, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

PUBLISHER'S CLOSE-OUTS — CAMERON'S "SOUND PICTURES TROUBLE SHOOTERS MANUAL," 1200 pages, $2.95; "Motion Pictures with Sound," $2.95; "Servicing Sound Equipment," $1.95; "Amateur Taking —Showing Pictures," $1.49; "Talking Movies," 39c; Richardson's "Blue Book on Sound," $1.49; "Building Theatre Patronage," $1.95. S. O. S. Cinema Supply Corp., 636 Eleventh Ave., New York City.

BOOTH EQUIPMENT

NEW ONE KILOWATT HIGH INTENSITY ARCS, $195.00; Rebuilt Double Fifty Oxide Rectifiers, $225.00; carbon waste cans, $1.39; English Suprex Carbons, 5mm/6mm Combination, $10.00 per 100 sets; Bench Rewinds, $4.95 set. TRADES TAKEN. S. O. S. Cinema Supply Corp., 636 Eleventh Ave., New York City.

BUSINESS OPPORTUNITIES

SELL THEATRE EQUIPMENT DURING SPARE TIME, MONTHLY PAYMENTS. Projectionists, Managers, make good commissions. Box 516, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

NEW EQUIPMENT

JUST SAY CHARGE IT! SAVE ALL YEAR ROUND—Beaded Sound Screens, sq. ft. 37½c; 2000 ft. Steel Reels, 49c; Mazda Lamps over $5.00, Discount 15%; Simplex Replacement Parts, Discount 36/10%; Fifty Slide Mats, 79c; Pin Pushers, Sprocket Pullers, 98c; Pint Film Cement, 79c; Photocells, $2.95. S. O. S. Cinema Supply Corp., 636 Eleventh Ave., New York City.

NEW EQUIPMENT

GIVE OUT WITH NEW SOUND—Trade old soundheads for direct-drive GYROSTABILIZERS; old amplifiers for 1941 INVERSE FEEDBACK MODELS; old speakers for MULTICELL SYSTEMS. Big allowances NOW. $10.00 Monthly, no down payment. S. O. S. Cinema Supply Corp., 636 Eleventh Ave., New York City.

WANT TO EQUIP A NEW THEATRE? Projection, Sound, Drapes, Chairs at bottom prices. Two years to pay, trades taken. S. O. S. Cinema Supply Corp., 636 Eleventh Ave., New York City.

THEATRE GAMES

BINGO CARDS $1.50 per thousand DIE CUT in 10 thousand lots; $1.75 per thousand in 5 thousand lots; $2.00 per thousand in 1 to 5 thousand lots. S. Klous, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

THEATRE WANTED

WILL BUY THEATRE IN ARKANSAS, large or small town. H. J. Blocker, Vandervoort, Arkansas.

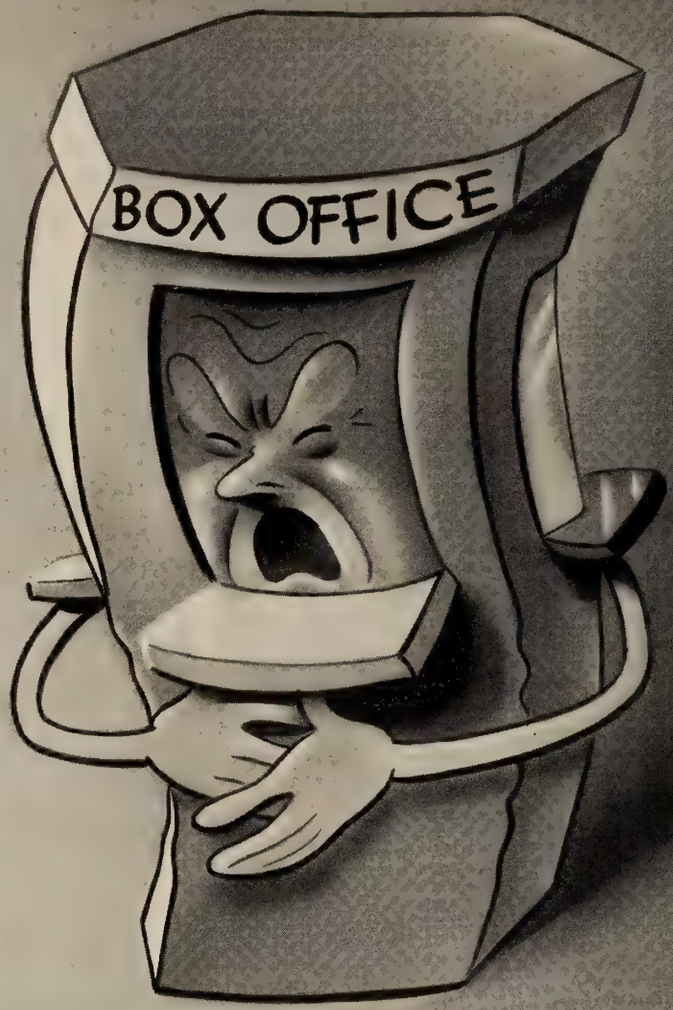
USED EQUIPMENT

AFTER INVENTORY CLOSE-OUTS—LESS THAN COST—Western Electric 555 Units, Jensen Tweeters, $9.95; Soundheads, Amplifiers, $9.95; Portable Sound Projectors, $59.50; Simplex Intermittents, $6.95; Sound Opticals, $4.95; Good Chairs, 75c; Lenses, $2.95; Low Intensity Arcs, $24.50; Mazda Transformers, $9.95. S. O. S. Cinema Supply Corp., 636 Eleventh Ave., New York City.

STANDARD MAKE CHAIRS, 75c up. VENEERS, PANEL BACKS, SQUABS, SPRING, any pitch or width. BARGAIN LIST. Independent Seating Co., 547 West 46th St., New York City.

PAIR LATE S.O.S. PORTABLES, 35 mm. Complete. Perfect condition. Like new. Half price. Lloyd Johnson, Box 313, Corbin, Kentucky.

HOW IS YOUR CUSTOMER APPROACH?





Is This Your Box Office?

Do you do everything you can to bring the paying customers under your marquee . . . into your lobby . . . up to your box-office? Do you change your frames . . . re-dress your marquee . . . redesign your lobby display . . . stand 'em up in front with color . . . smartness . . . brilliance when you've got a real money-grabbing picture? Do you take advantage of the press-books and the things they recommend?

Remember . . . advertising . . . showmanship . . . exploitation . . . was . . . is . . . always will be the lifeblood of this business.

Is your theatre full of red corpuscle advertising or does it need a blood-transfusion to bring your customer-approach up to snuff (PROFITS TO YOU).

If there's any doubt in your mind ask the Prize Baby . . . he's got the answers in Trailers . . . Lobby Displays . . . Standard Box Office Accessories by

NATIONAL *Screen* SERVICE • ADVERTISING ACCESSORIES, INC.
NATIONAL *Screen* ACCESSORIES

JAN 27 1941
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SHOWMEN'S TRADE REVIEW

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

REVIEWED IN THIS ISSUE

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Nobody's Children	11
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OSCAR MORGAN

Vol. 34 No. 1

January 25
1941



Spread the News Across America!

The results are in!

Amazing news from the first 13 engagements!

(Boston, 2 theatres—Buffalo, Cleveland, Bridgeport, New Haven, Pittsburgh, Washington, Worcester, Hartford, St. Louis, Tulsa, Oklahoma City)

They all played it previously!

And they're *now* doing 181% of normal biz!

With only 3 performances daily!

And HOLDING OVER in the entire 13 spots!

And in the first 10 small town situations!

Each one has played it before!

It's topping the big towns, doing 220% of normal!

That's positively sensational!

As predicted in nationwide surveys!

Thousands wait for it! Thousands will see it again!

Put "Gone With The Wind" on your marquee!

It's magic!

The Editorial Page

About Overhead

A smart circuit operator once said there were two ways of making money in running theatres. One: to increase receipts and, the other: to cut down overhead.

But cutting overhead may require more ingenuity and shrewdness than may be needed to increase receipts. The guy who solves the problem successfully is the one who can operate his theatre at a minimum of expense consistent with good operation, safety and comfort for his patrons.

It's easy to spend, but not so easy to save money.

▲ ▲ ▲

That Rainy Day

Speaking of saving money always reminds us that it's time to sound the old warning that regardless of how much you make you must and can save a few dollars each week.

That rainy day has a habit of turning up when least expected or prepared for. And the wet weather isn't confined to rain either. There comes the time when a manager has the golden opportunity of branching out for himself and when that time comes, Heaven help him if he tries to do it on borrowed money or a shoestring.

Few successful men in this or any other business got that way without the help of a savings account. And the savings account got that way because those men appreciated the grim necessity for putting aside those few dollars every week.

▲ ▲ ▲

Add Institutional

Here's a subject we've been shooting at you recently and periodically and will continue pounding away at a great deal more in the future. Institutional advertising for the theatre.

Theatre ads have the bad habit of getting stale and monotonous and unless something is done about them they stop pulling as they did in the days of yore. Just what to do about them has been the subject of much discussion and attention in many quarters.

STR is a firm believer in the effectiveness and importance of institutional advertising entirely aside from the routine selling on the current or coming attraction. We heartily endorse a series of ads that sell the theatre as the entertainment center of the community.

Through the medium of institutional advertising the theatre should emphasize its safety, its comfort, its healthy surroundings, its perfect projection, its type of shows, etc., etc. Intelligently handled, much attention can be directed towards the theatre through some other approach than the worn-out adjectives and superlatives which have lost their powers of persuasion.

Have YOU tried some institutional advertising lately? If you have then we and several thousand theatremen would like to know how and what you did about it.

▲ ▲ ▲

Back To School

Theatremen will have to go back to school and study again. And we don't mean kindergarten.

Pictures will move faster from trade-show and negotiations to the theatre's screen and for that reason the theatreman will have to know as much about the pictures to be offered as it is possible to find out in the shortest possible time.

The smart ones will make it a point to follow the trade papers and the data published on forthcoming product from every angle. This undoubtedly will be available for those who seek it. In other words, we'll print it, it's up to you to read, digest and retain it.

▲ ▲ ▲

Bingo Competition

In various sections of the country the terrific competition of Bingo games with the established movie theatres has reached the stage where further indifference on the part of the theatreman is sheer negligence.

This is especially true of those communities where theatres do NOT indulge in these games. And when such a situation exists the theatreman or a group of theatremen should do something about it.

A local newspaper campaign against this form of public gambling would be in order but at the same time the city fathers of such communities owe an obligation to the theatres who employ local help, pay high local taxes and contribute much to the community.

Sitting by and bemoaning this form of competition will never eliminate it. And unless something drastic is done about this matter it can never grow less dangerous. On the contrary, the evil increases either in the number of nights being used or the number of places indulging in this popular pastime to the further detriment of the theatre box offices.

—"CHICK" LEWIS

AID Revamped For New Plan

Service Will Be Changed to Function for Blocks-of-Five

Allied Information Department will completely change the system it is now rendering when the consent decree goes into effect, it was announced this week at the meeting of the Allied Theatres of New Jersey in Trenton. The present data which is being sent to members is based wholly on the system of selling in vogue prior to the effective date of the decree and offers a comparison of the number of pictures bought, how many on percentage and further details on national sales policies.

The AID committee will meet in Washington on Sunday and prepare a plan to lay before the Board of Directors of National Allied at their meeting in Washington on Monday and Tuesday. It is expected that there will be only one more report under the present system and this may be made to the Board of Directors next week. A new system will be ready for use when the blocks-of-five plan starts.

Sidney Samuelson, AID chairman, said that the effects of the surveys is already noticeable. He claimed that because they have shown that exhibitors in non-Allied territories are paying more for film, there will be new units and increasing interest in the national organization.

Reveal 3 Roadshow Dates for "Fantasia"

Three more roadshow engagements of Walt Disney's "Fantasia" have been announced by Hal Horne, distribution chief. The first opening will be at the Majestic Theatre in Boston on Jan. 28, to be followed by the Carthay Circle in Los Angeles on Jan. 29. The third opening will take place at the Aldine Theatre in Philadelphia on Feb. 12. Showings will be on the regular roadshow basis, with an evening top price of $1.50 and matinee at $1.10. In each city a special preview for the press and magazine representatives will be held the evening before the regular premiere. In Boston the opening will be sponsored by the New England Town Hall and the Institute of Modern Art; in Philadelphia by the Junior League.

Sees ASCAP-Radio Row Speeding Television

Declaring that broadcasting, in his opinion, "is reaching the saturation point of entertainment," Allen B. DuMont, head of Allen B. DuMont Laboratories, Inc., in which Paramount is directly interested, asserted this week that the present controversy between ASCAP and the networks must speed the final debut of commercial television because sound broadcasting alone "is fast losing its appeal."

REEL PLUGS SONGS

Because the ASCAP-radio controversy makes it impossible for producers to depend on radio plugs for screen musicals, 20th-Fox is making available an advance song-plugging trailer on "Road to Rio" to its first-run accounts. The trailer, which has parts of songs vocalized by Alice Faye, Don Ameche and Carmen Miranda, will be furnished gratis. Taking a slap at the radio feud, the reel points out that "the best place to hear its ('Road to Rio's') songs is in your theatre."

Decree Perplexing to Jersey Allied

Questions Fully Discussed Will Fight 16 m.m. Films

Trenton, N. J.—Exhibitors attending the New Jersey Allied meeting here this week at the Stacy Trent Hotel were somewhat perplexed over the workings of the consent decree. Issues that caused lengthy discussions were the question of priority of run when two independents operate in a town and the manner in which one will bid against the other in buying of blocks-of-five. Such questions revealed the fact that few exhibitors are really familiar with the consent decree despite the fact that they are going to have to live under it in the near future.

That the decree will have to be in operation for several months before the industry can adjust itself to the new system was voiced by Lee Newbury, president. Although Northern New Jersey has as yet no cases for submission to arbitration on Feb. 1, it is understood that five or six cases have been prepared in Philadelphia for hearings as soon as possible after the tribunal is in operation.

Drafting of a bill was started which would outlaw competitive 16 mm. showings in the state. Headed by George Gold, the legislative committee was instructed to start immediately on the bill which will be introduced at this session of the legislature.

Newbury agreed to a short term re-election at Tuesday's session, thus retaining the office until September as will the present slate of officers, which includes Maury Miller, Passaic, vice-president; Ralph Willkins, Pittman, vice-president; Harry H. Loewenstein, Newark, secretary, and Dave Snaper, New Brunswick, treasurer. Five new directors elected were Sam Franck, Hammonton; Herbert A. Hill, Paulsboro; Morris Spewak, Carteret; Florence Rose, Bridgeton, and Jack Waxman, Atlantic City.

"Phila. Story" Breaks Music Hall Records

MGM's "The Philadelphia Story" has smashed every attendance record at Radio City Music Hall, it was learned this week, when a tabulation of box office figures revealed that 553,537 people had seen the picture up to the close of its 25th day. It is being held for a fifth week.

Morgan Named Shorts Chief

Reagan Becomes Asst. to Agnew in Para. Promotions

(*See Cover*)

Sweeping changes in the sales personnel of Paramount were announced this week at the district managers' meeting in Chicago by Neil Agnew, general sales manager of the company. Heading the list of promotions is Charles M. Reagan, former Western Division sales manager, who is now Assistant General Sales Manager and Oscar Morgan, formerly Southern Division Manager who becomes Short Subject and Newsreel Sales Manager. There will be only two divisions in the future, with J. J. Unger remaining as Eastern Division Manager and George A. Smith, former Pacific Coast District Manager as the new Western Division head.



Charles M. Reagan

Del Goodman, formerly general manager of the Orient for 20th-Fox, succeeds Morris A. Milligan, resigned, as Canadian general manager. Hugh Owen, former United Artists executive, becomes district manager for Dallas, Oklahoma City and Memphis, succeeding Hugh Braly, now Pacific Coast District Manager. Harold Wilkes, formerly district manager in the Southeast has temporarily retired and his place will be taken by John F. Kirby, who moves up from the branch managership in Atlanta.

Earle W. Sweigert, formerly branch manager in Philadelphia, becomes district manager for that city, Philadelphia and Washington. E. B. Price, formerly branch manager in New Orleans, succeeds Kirby in Atlanta and Price will be replaced by Saul Frifield, salesman in Charlotte.

Sneak Previews for "Smith" in Key Cities

In key cities throughout the country, RKO is holding sneak previews of "Mr. and Mrs. Smith," with theatres advertising a "genuine studio preview" of one performance without mentioning the title or stars. Following the type established in Hollywood, the previews are said to be the first of their kind ever attempted on a large scale.

Fabian Employe Called For Military Training

Elias "Sonny" Schlenger, of the Fox Brooklyn Theatre publicity department, is the first employe of Fabian Brooklyn Theatres to be called for a year's military training under the Selective Service Act. He left recently for Fort Dix, N. J.

Train Clerks For Arbitration

Men Undergo Three-Day Course Covering All Phases

From various sections of the country clerks of the arbitration tribunals were converging on New York this week for a three-day training course at which lectures and talks on every phase of the arbitration system, including an analysis of the consent decree by James Hayes and Robert Sher of the Department of Justice, were presented to the visiting clerks. Sixteen went through their courses on Wednesday, Thursday and Friday, and another 15 will be brought in for training on Monday, Tuesday and Wednesday.

Speakers at the first day's session included Michael Kurz, who instructed the clerks on financial operation of the tribunals; Dr. Walter Derenberg, who advised how to use the financial forms; J. Noble Braden, executive secretary of the AAA; Dr. Wesley A. Sturges, Yale law professor and a member of the AAA administrative committee; Lawrence Stessin, publicity director, and C. V. Whitney, chairman. On Thursday, Paul Felix Warburg, Hayes, Sher and Sturges talked, while on Friday a "mock" arbitration trial was held. This procedure will be repeated next week.

Clerks who have thus far taken the course or will do so include C. W. Williams, Dallas; J. B. Milton, Denver; Bruce Wilson, Des Moines; Irving Yackness, Detroit; Lloyd Littell, Indianapolis; J. H. Brink, Kansas City; Walter H. Elliott, Los Angeles; J. L. Loell, Milwaukee; Sheldon Ostroot, Minneapolis; Richard Romang, Oklahoma City; Byron Pulis, Omaha; J. P. Nelson, Portland; C. W. Hudson, St. Louis; Roy Backman, Salt Lake City; Charles Chambers, San Francisco; Joe J. Monohan, Seattle; Detleff H. Hansen, Jr., Atlanta; Henry de la Morandiere, Boston; H. B. Barton, Washington, D. C.; William Elliot, Philadelphia.

Other appointments will be announced within the next week.

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Important Dates

Jan. 27: David Weshner testimonial, Bellevue Stratford, Philadelphia.
Jan. 27-28: Allied board meeting, Washington.
Jan. 31: Chicago Reel Fellows Club dinner-dance, Congress Hotel.
Feb. 2-3: Virginia MPTO Winter convention, Shoreham Hotel, Washington.
April 4: AMPA 25th anniversary dinner-dance, Hotel Edison.
April: National Variety convention, Atlantic City.
April 24: Annual AMPA meeting.
May 5-8: SMPE spring convention, Sagamore Hotel, Rochester.

Movies Don't Incite To War, Says Hays

MPPDA President Answers Sen. Wheeler's Charge

Will H. Hays, replying to Senator Burton K. Wheeler's recent assertion that the "motion picture industry is carrying on a violent propaganda campaign intending to incite the American people to the point where they will become involved in war," declared that the responsible leaders of the American film industry recognized the responsibility before public opinion which "every medium of expression must bear today."

In offering proof for his contentions, Hays analyzed newsreels, short subjects and feature pictures, then summarized his remarks as follows:

"The record thus indicates that 16 per cent of the newsreel clips dealt with a variety of people and current events related to national defense; only 2.4 per cent of the short subjects and 5 per cent of the features approved during 1940 had any relation, direct or indirect, to European politics or the European War, and no appreciable fraction of even these small percentages of the total can be said to show an intention to incite to war."

See Increase in Buying Offices

Plan Would Relieve Exhibs Having to See Trade Shows

In almost every section of the country, it is reported, independently-operated booking offices are being established or contemplated as an apparent outgrowth of the consent decree. Setting up of the booking offices is based on the theory that independent circuits and individual exhibitors will be willing to pay a certain fee for the privilege of not having to attend trade showings, yet reap the benefits of such showings. Probable fee would be 10 per cent of the rental fixed for each film.

Activity along these lines is said to be strong in the Chicago area currently, while at Atlanta, Ga., it is reported that Republic's branch manager, George Jones, is contemplating resigning to form his own booking headquarters in Atlanta.

Opposition to the trend is indicated from sources close to the major producers and distributors. That the producer-distributors could not countenance such a step is contended, since, it is pointed out, an exhibitor would actually be boosting his rental charges. Thus his willingness to do this would mean he could pay higher film rentals.

Pat Garyn Dead

Walter J. "Pat" Garyn, well-known film executive died on Wednesday of this week in Dallas. For the past three years he had been operating Garynteed Pictures, an independent exchange in Dallas. Prior to that he held executive posts with National Screen Service, March of Time, MGM and Fox.

Wood Asks For Industry "Dr."

Seeks Composite Individual To Bring Back Customers

Cooperation on the part of the entire industry to select a "doctor" who would diagnose and treat the industry's ills, is urged by P. J. Wood, secretary of the ITO of Ohio, in a bulletin issued this week.

Wood prefaces his suggestion with the statement that millions of former movie patrons are staying away from the theatres week after week. "The people of this country," he says, "have more automobiles . . . more telephones . . . more refrigerators . . . more bathtubs . . . more radios . . . more freedom . . . more of everything that makes for good living than any people on earth. And we have more movie theatres . . . more movies and better movies . . . but—the fact is that millions of former movie patrons are staying away from the theatres week after week. WHY?"

"A lot of people," he goes on, "including some of the leading executives of the industry, admit that the industry is 'sick', but they seem to be afraid to call a doctor. Perhaps their reluctance is due to the fact that the diagnosis may show that the patient can't recover. Notwithstanding this fear, the courageous thing to do is to call the doctor immediately and let us all hear the verdict.

"The 'doctor' in this case should be a composite individual made up of equal parts of producers, distributors, affiliated theatre executives, and independent theatre owners, meeting at some central point and deciding upon some course of treatment that will bring about a quick recovery in box office receipts.

"Who is brave enough to issue the call?" he asks.

"SPECIAL EFFORT"

All theatres were urged this week by Nicholas M. Schenck, national chairman of the MP Theatres Committee for the "March of Dimes," to "put on a special burst of effort for the closing days of the Drive." At the same time he termed the progress made as "gratifying." Collections in the New York theatres speeded up spectacularly over the weekend.

Forms New Exchanges

Bernard H. Mills, former Republic upstate and Michigan franchise holder, has organized Equity Film Exchanges, Inc., with branches in New York City, Albany and Buffalo.



Block-Booking Endorsed

Northwest Allied's Legislative Committee Instructed To Present Bill to Legislature and to Lobby for It

Minneapolis—Allied Theatre Owners of the Northwest met here this week at the Nicollet Hotel to outline a legislative program, explain procedures under the new consent decree to exhibitors and discuss other industry matters. Slogan for the meeting and the main objective for 1941 was "Increase Theatre Business."

At Tuesday's session Harold Field, chairman of the organization's legislative committee, outlined provisions of a legislative bill designed to eliminate the blocks-of-five buying provision of the New York consent decree. The bill would require producers to sell in seasonal blocks, rather than five pictures at a time, and would permit a 20 per cent cancellation. With urban exhibitors in favor, and theatre owners of smaller towns wishing to give the blocks-of-five plan a tryout, sentiment toward the measure was divided.

At Wednesday's session delegates voted endorsement of the bill, and the organization's legislative committee was instructed to present the measure to the state legislature, and to lobby for its enactment. Besides requiring exhibitors to sell in seasonal blocks, the bill would also grant exhibitors a 20 per cent cancellation concession. Northwest Allied went on record almost unanimously as favoring block-booking under the seasonal plan rather than the blocks-of-five plan.

Although a concrete plan to improve theatre business was approved, details were withheld. The delegates decided to study the ASCAP situation after being told by S. P. Halperin, attorney, that the state of Washington has held ASCAP a monopoly and that he believes contracts between ASCAP and member theatres illegal.

Here's "No. 158!"

–THE FIRST PICTURE ABOUT UNCLE SAM'S MILLIONS OF ROOKIES HEADING FOR ARMY CAMP LIFE!

UNIVERSAL'S SURPRISE COMEDY SMASH...

WITH THE NEW SENSATIONAL COMEDIANS, ABBOTT & COSTELLO, BOOGIE-WOOGIE JAMSTERS .... CHAMPION JITTER-BUGS AND HOLLYWOOD'S MOST CHARMFUL ARMFULS AS CAMP HOSTESSES!



hit numbers? When you hear "YOU'RE A LUCKY FELLOW, MR. SMITH!" YOU'LL KNOW YOU'RE A LUCKY FELLOW, MR. EXHIBITOR!

NATIONAL RELEASE JAN.



starring

Bud ABBOTT & Lou COSTELLO

with

LEE BOWMAN
ALAN CURTIS

ANE FRAZEE • NAT PENDLETON • SAMUEL S. HINDS

and

The ANDREWS SISTERS

With the world's champion jitter-bugs

nd a bevy of Hollywood's scintillating lovelies

EANNA KELLY • NELL O'DAY • NINA ORLA • KAY LESLIE

OROTHY DARRELL • MARIA MONTEZ • NELLA WALKER

Directed by ARTHUR LUBIN
Associate Producer, ALEX GOTTLIEB

Abbott and Costello, sensational comics known to millions of radio and stage fans!

More Advance Publicity Seen

20th-Fox Plans to Parallel Production with Selling

Hollywood—With the decision resulting from the situation presented by selling under terms of the consent decree, a closer tieing in of merchandising of releases with production than ever before is planned by 20th Century-Fox for next season, it has been announced as a result of executive conferences now in progress.

According to the plans being set up, advertising and publicity will start as soon as a picture goes into production, so that by the time the picture is ready for mandatory trade showings, exhibitors will have a definite idea of its entertainment and showmanship qualities.

The policy now prevailing is to withhold merchandising of a film until the picture has been delivered to the home office. Not until it has been amply exploited, not only among exhibitors but among potential patrons as well, will a picture be released next season, it is learned.

Whether or not there will be a national convention this year will be determined by Herman Wobber, general manager of distribution, after conferring with his sales aides on his return to New York.

During the conferences this week a comprehensive advertising, exploitation and publicity program for each of the season's specials is being drawn up. Charles E. McCarthy, director of advertising, publicity and exploitation, and Studio Publicity Director Harry Brand are arranging campaigns on "Tobacco Road," which will probably be on a road-show basis, "The Great Broadcast" and other attractions.

AMPA Members Hear Talk by Van Schmus

His experiences and his ideas in connection with the publicizing and advertising of the world's largest theatre were discussed by W. G. Van Schmus, managing director of Radio City Music Hall, at the AMPA luncheon held Thursday at the Hotel Edison. Other executives of the theatre were introduced by Gus Eyssell.

Astor Films Booked By Western Circuits

Denver—Through Nat Wolfe, Astor representative here, Gibraltar Enterprises, operating 24 houses in the Denver territory, has booked "Hell's Angels" for the entire circuit. Meanwhile in Kansas City, the double bill of "Scarface" and "Sky Devils," after two weeks of record-breaking business at the Fox Apollo, has been booked for the Fox Midwest Circuit.

O'Sullivan Appointment

Appointment of Joseph O'Sullivan as director of advertising and publicity for Producers Releasing Corp., has been announced by O. Henry Briggs, president.



Helping to assure the complete success of the world premiere of Richard A. Rowland's "Cheers for Miss Bishop," staged simultaneously at the Stuart, Nebraska and Lincoln theatres in Lincoln, Nebraska, last week, were many screen personalities. Pictured here are, left to right: William Farnum, Irvin S. Cobb, Mrs. William Farnum, Mary Anderson, William Gargan, Martha O'Driscoll, Wayne Morris, Richard Rowland and Albert Dekker.

D of J To Enforce Decree

Will Prosecute Under Sherman Act Any Theatre Acquisitions Which Suppress or Eliminate Competition

The Department of Justice announced last weekend its plan for supervising the operation of the consent decree and at the same time set at rest many fears expressed by independent exhibitors. The Department will not interfere in any way with the arbitration system except in certain cases before the Appeals Board when it will appear in any matter involving the construction of the decree, in the status of amicus curiae.

The policing unit, which will be in charge of Special Assistant Attorney General Robert L. Wright, will be at the disposal of exhibitors seeking advice as to the remedies available to them. "It cannot, of course, undertake to initiate or prosecute an arbitration proceeding, but after a final award is made, the unit will undertake to see that compliance occurs," the statement said.

A hint that some of the defendants are seeking to avoid arbitration proceedings by acquiring the competing theatres which would have brought such proceedings, was contained in another paragraph of the statement which pointed out that while the decree only forbids acquisition of theatres in a general program of expansion, nevertheless the Department will still proceed under the Sherman Act if it is found that theatres are acquired by the affiliated circuits to suppress or eliminate competition.

"The Department recognizes that certain types of exhibitor complaints against the consenting defendants which are not subject to arbitration under the decree may nevertheless involve a violation of the Sherman Act," said the statement. "The decree unit will also receive and investigate complaints which involve Sherman Act violations by distributors and exhibitors who are not parties to the decree and recommend appropriate action with respect thereto."

Possibility that small exhibitors who bring arbitration proceedings and refuse to accept compromise settlements without resort to the arbitrator may face reprisals was suggested by the Department's paragraphs on this subject which said that while such fears appeared to be unfounded, the Department "is prepared to prosecute for contempt any person who attempts to prevent an exhibitor from exercising any of his rights under that decree by economic coercion or otherwise."

The statement also pleaded for cooperation and support in working out the plans for operation of the decree. Specifically, it asked for suggestions for modification of the outlined policy and a complete picture when any complaint is made so that data on each subject will be complete at the end of the three year trial period.

Mrs. H. Reichenbach Out of Retirement

Mrs. Harry Reichenbach, widow and co-worker of the world-famous publicity counsel, Harry Reichenbach, has come out of a 10-year retirement to resume publicity work as an idea-woman and account executive with the publicity firm of Leo Guild and Ezra Goodman. Mrs. Reichenbach was active with her famous husband in publicizing such great names as Rudolph Valentino, Samuel Goldwyn, Eleanor Glynn, Clara Kimball Young, James J. Walker, Barbara La Marr, Marie Dressler, A. C. Blumenthal, Jeanette MacDonald and Gloria Swanson. She was also associated with her husband in the publicizing of Fox, Paramount, Universal and Goldwyn pictures.

IRB Will Tax Game Winners

Lucky Ones Must Pay the Income Tax, Not Theatres

Theatres who operate games are expected to be asked to submit to the Bureau of Internal Revenue the names of all persons who win $100 or more whether in cash or in value. Those whose names are thus submitted will be expected to declare their winnings on their income tax statements.

This will in no way affect the theatres themselves, since the tax is solely upon the person winning the money. First to have been asked to submit names of winners were operators of Bingo games in Rochester, N. Y., where from 25 to 30 halls and clubs and a number of neighborhood theatres are using the game.

Not only those who run Bingo, but the operators of Screeno, Banko, Bunko and so on are on the list of those who will have to submit the names of all winners of more than $100. Each person who wins this amount is subject to a minimum of $4.40 tax on this item alone if they already have to pay any income tax.

W-K Takes 'Beast of Berlin'

Pathe Laboratories announces that Ike Katz, its Atlanta franchise holder, has consummated a deal on "Beast of Berlin" with the Wilby-Kincey Circuit for the Carolinas.

London Observations

By Jock MacGregor

During my short visit to London I could not see all whom I would have liked to such as ARTHUR DENT and SAM SMITH....In the Army I have to do the "Cinderella" act and be home by midnight (mind you, confidentially, it is a glass of scotch and not a slipper that I leave behind)....Most head offices have evacuated wisely to the provinces, but the publicity departments remain and p.a.'s have a tough time now that the newspapers are reduced in size....MGM's MERVYN McPHERSON seemed hurt that we could not get leave for his press shows....TONY REDDIN and PAT O'CONNOR bemoaning the mislaying of certain Paramount pix....Tony incidentally has arranged for the Plaza staff to sleep on the premises....KESSLER HOWES of Columbia telling the story of the bomb which missed him as his faithful secretary makes tea....it takes more than a war to upset Britain....As Jerry began his evening raid I dropped into the Mayfair Hotel to find our old friend JOHN STEELE, critic of The Queen, had been appointed p.a.....the countless write-ups he gets are fine testimony of the grand job he is doing—just further proof that no matter the sphere the film publicists take some beating....People must relax in war and though uniforms predominated in the packed lounge I spotted such screen favorites as MAGDA KUN, DOROTHY HYSON and ARTHUR RISCOE.

The studios carry manfully on. At Shepherds Bush, DIANA WYNYARD and MICHAEL REDGRAVE are completing "Kipps"....Warners are making a Disraeli film and are toying with a Churchill subject....Ealing, Elstree and Sound City are also busy....At Denham, GABRIEL PASCAL is long overdue with BERNARD SHAW's "Major Barbara"....Frankly I have little faith in this producer....Other than "Pygmalion," he has only a few indifferent quota pictures to show for himself....Another celluloid headache is the Ministry of Information's "49th Parallel" which has never struck me as box-office....The way ELISABETH BERGNER is behaving is merely bad manners.

Selling the Picture



Between now and St. Valentine's Day, why not tie in with the occasion by placing a heart-shaped display in your lobby, as shown above, announcing the biggest of your coming attractions? Lester Pollock did it at Loew's Rochester Theatre, Rochester, N. Y., a couple of seasons back, and we have no doubt but that he and other smart showmen will do the same thing again this year.

Myer Makes Effective Tieups For "No, No, Nanette" Campaign

Manager Vic Myer of the Orpheum Theatre, New Orleans, La., made a number of effective tieups in his campaign on "No, No, Nanette," highlighted by a street ballyhoo in the form of a truck float with a recording machine aboard and an announcer. Passersby were asked to sing the hit tunes, "Tea for Two" and "I Want to Be Happy," into the microphone for which they received tickets to the theatre and a record of their voice gratis. Heralds were also used as giveaways crediting the attraction, theatre and playdate.

Other features included an early-bird screening for orphans under the auspices of the Blue Bird Society, a New Orleans organization that helps children. All music stores, including Schirmer and Werlein, used special window displays featuring "Nanette" song hits and a tieup was arranged with the local newspapers featuring a special fashion layout.

Stoltz' Cough Drop Gag

Here's a swell stunt to use when you play "Go West." Have several hundred envelopes imprinted with this copy: "Save this gift from The Smith Bros. . . . It will help you enjoy The Marx Bros. when you laugh yourself hoarse." Then place a cough drop in each envelope. Arnold Stoltz did it when the comedy played his Avon Theatre at Utica, N. Y., and Uticans are still laughing about it.

Ties in with Driver

Taking advantage of a bantam car autographed by hundreds of movie stars and driven by a young man touring the country, Jack Lykes, Loew's Valentine, Toledo, tied in with the driver and arranged for a young lady to accompany him on a tour of the city and pass out bitter sweet tabs as part of his campaign for "Bitter Sweet."

February is Short on Days But Long On Opportunities for Showmanship

Short as it is—only 28 days in all—February gives the showman as many opportunities for special exploitation as any of the other months. Indeed, considering the number of days, it really offers more. If you've watched the Money Dates column closely, you've seen how true that really is, but to make it more impressive we list herewith the most important of February events:

Feb. 2—Groundhog Day.
Feb. 3-8—National Market Week.
Feb. 7-13—Boy Scout Anniversary Week.
Feb. 7 — Long distance telephone New York-Chicago opened, 1892.
Feb. 7—Charles Dickens born, 1812.
Feb. 9-16—National Drama Week.
Feb. 11 — Thomas A. Edison born, 1847.
Feb. 12-22—National Defense Week.
Feb. 12—Abraham Lincoln born, 1809.
Feb. 14—St. Valentine's Day.
Feb. 18 — Phonograph patented by Edison, 1878.
Feb. 20-26—Better Speech Week.
Feb. 22—George Washington born, 1732.

Naturally, all these dates, as well as many others, have already been covered in the Money Dates column. Our purpose in stressing them again here is to instill in every exhibitor the realization that if ever there was a time when showmanship was possible on an extensive scale, that time is February. We shall confine this discussion to those dates which practical experience has proven are the most profitable for exhibitors who will take the time to tie in with them.

During Boy Scout Anniversary Week, you can set aside an evening at which the Scouts will be your guests. Or perhaps, if it's earlier in the day, they can participate in flag-raising ceremonies in front of the theatre. Have them parade to your house, and be sure a newspaper staff photographer is on hand to take pictures. Pay tribute to the Scouts in your newspaper ads and in your program.

National Drama Week offers you the opportunity to win the goodwill of local drama clubs, whether they exist in or out of school. Contact the heads of the clubs and offer to donate the use of your theatre during one evening of that week for the presentation of a home talent play, charging them only for necessary extra help, such as stagehands. On the other hand, as part of your regular program you might stage a talent test in which would-be actors try out for special awards, those adjudged outstanding at the finals to receive roles in a forthcoming play.

National Defense Week can be emphasized with a trailer, plus ads and lobby displays informing the public that your theatre is doing its part to aid in National Defense. Cooperate with the Government by running the special films it has prepared, provided they are ready for release. If you have "Flight Command" dated for this week, you've got a natural tieup.

As part of your activities for Lincoln's birthday, arrange a "Lincoln Night" and get all the oldest war veterans in your vicinity to come down. There may be some who fought in the war between the States. If you want to bring back a picture dealing with Lincoln or in which he was a motivating factor, you might choose from among "Abe Lincoln in Illinois" (RKO-Radio); "Young Mr. Lincoln" (20th-Fox); "Of Human Hearts" (MGM); "The Littlest Rebel" (20th-Fox), to mention a few.

And now for St. Valentine's Day. It comes on Friday this year. Maybe you could persuade school officials to let the kiddies out a few minutes ahead of the regular closing hour to attend a special Valentine Party at which candy and free valentines will be given away. Failing this, you can stage the party either the Saturday before or after February 14. You might arrange a Public Wedding for this day, selecting two local sweethearts who want to be married but may not have the means to do so. Get the merchants to cooperate with you. Plug your coming attractions with a heart-shaped display (*see cut*) in the lobby. As "a tribute to Romance," advise the ladies that if they bring the man they love to your theatre on St. Valentine's night, two will be admitted for the price of one.

Washington Kiddie Party

To commemorate Washington's birthday, which this year comes on Saturday, arrange a George Washington Kiddie Party. Novelty hatchets attached to boxes of crackerjack or some other confection would make good giveaways. Advertise that four children will be admitted for 25 cents, provided the coin is a George Washington quarter. In advance, announce an offer of prizes for the best drawings of "The Father of Our Country." Most of them will probably be traced, but don't let that bother you. A few guest tickets can be awarded. Essay contests might be held among history students.

You can capitalize on the fact that great men were born during February by offering 30-day passes to those married couples who become parents of one child, or three-month passes to parents of twins born in February. And if, by chance, any have triplets, offer the proud parents a six-month pass.

Since February is the second month, offer free admissions to all patrons whose ticket serial numbers end in "2."

If you don't make money in February, it won't be because there weren't any opportunities. There are lots of them, if you'll only grab them.

For Better Show Selling *Showmanalyses* Have Appeared In STR on Following Pictures

Arise My Love	Nov. 9
Bank Dick	Nov. 30
Brigham Young	Sept. 14
Escape	Nov. 2
Go West	Dec. 7
Her First Romance	Jan. 11
Hired Wife	Sept. 7
Kitty Foyle	Dec. 21
Land of Liberty	Jan. 18
Letter, The	Nov. 23
Melody Ranch	Nov. 16
Philadelphia Story	This Issue
Son of Monte Cristo	Dec. 28
Spring Parade	Oct. 5
Strike Up the Band	Sept. 21
Thief of Bagdad	Dec. 14
Third Finger, Left Hand	Oct. 26
This Thing Called Love	Jan. 4
Westerner	Sept. 28
You'll Find Out	Nov. 23

The Box Office Slant

So Ends Our Night

United Artists **Drama** **121 mins.**

(National Release, not set)

AUDIENCE SLANT: (ADULT) ALTHOUGH WELL ACTED, THE HEAVY AND DEPRESSIVE ATMOSPHERE OF THIS FILM WON'T BE TOO READILY ACCEPTED BY THE MAJORITY OF FANS.

BOX OFFICE SLANT: MARCH AND SULLAVAN, PLUS THE POPULARITY OF AUTHOR ERICH MARIA REMARQUE, SHOULD HAVE A TENDENCY TO DRAW PATRONAGE. BUT IN ANY CASE, THE FILM WILL NEED A GOOD CAMPAIGN.

Cast: Fredric March, Margaret Sullavan, Frances Dee, Glenn Ford, Anna Sten, Erich von Stroheim, Allan Brett, Joseph Cawthorn, Leonid Kinskey, Alexander Granach, Roman Bohnen, Sig Rumann, William Stack, Lionel Royce, Ernst Deutsch, Spencer Charters, Hans Schumm, Walter Stahl, Paul Leyssac, Hermine Sterler, Philip Van Zandt, Fredrik Vogeding, Georgia Bachus, George Rosener, Joe Marks, Gerta Rozan. **Credits:** Produced by David L. Loew and Albert Lewin. Directed by John Cromwell. Screenplay by Talbot Jennings. From the novel "Flotsam" by Erich Maria Remarque. Director of photography, William Daniels. Musical score by Louis Gruenberg. Art director, Jack Otterson. Production designed by William Cameron Menzies. Film editor, William Reynolds.

Plot: Former officer in the German army and a political refugee from Germany, March wants to wait in Vienna in the hope that he may receive word of his wife, Frances Dee, whom he has been forced to leave behind. Sent to jail, he meets Ford, also a refugee. When the two are released at the border, Ford heads for Prague and March slips back into Austria. At a refugee boarding house in Prague, Ford meets and falls in love with Margaret Sullavan. He pursues her as she is forced to go to Vienna, then to Switzerland. The Germans march into Austria, and March leaves. In Paris he finds Margaret and Ford, and the trio get jobs. When March learns his wife is desperately ill, he decides to go to Berlin at any cost. He goes, is captured by the Gestapo, but is permitted to see his wife. After Frances dies, he steps into the corridor handcuffed to his pursuer, von Stroheim, leaps through a window, destroying himself and his enemy. In Paris, Ford is about to be deported, but Margaret finds a way out, and the two plan to sail for America.

Comment: With little or no comedy relief, one hundred and twenty-one minutes of the trials and tribulations of oppressed political refugees may be a little too much for the average moviegoer, especially in these times when movies should provide something of an escape for those who wish to forget international troubles. The story is sombre and depressing, there is much repetition of situations as the main characters are forced to flee from one capital to another, and the continuity is somewhat episodic. The performances of Fredric March, Margaret Sullavan and Glenn Ford, and indeed of almost the entire cast, are all that could be desired. But unless one is in a mood to enjoy a story of this type, fine performances count for little. The picture might have been shortened to a certain extent and the action therefore speeded up. Those who delight in seeing the troubles of others portrayed on the screen, those who have a yen for heavy drama, will find this to their taste. To attract feminine interest, base your campaign on a romantic theme, using romance setpieces in the lobby, conducting newspaper contests in which readers tell how their love overcame obstacles, etc.

Catchline: "A poignant heart-warming love story of four heroic lives."

Legion of Decency Ratings

(For Week Ending Jan. 25)

SUITABLE FOR GENERAL PATRONAGE

Along the Rio Grande

SUITABLE FOR ADULTS ONLY

Behind the News Girl in the News
Six Lessons from Madame La Zonga

OBJECTIONAL IN PART

Invisible Woman Come Live with Me
A Night at Earl Carroll's

Come Live With Me

MGM **Comedy-Drama** **85 mins.**

(Prod. No. 122—Nat'l Release, Jan. 31)

AUDIENCE SLANT: (ADULT) THIS EMERGES AS A LIGHT ROMANTIC COMEDY-DRAMA THAT WILL PLEASE GENERALLY BUT NOT EVOKE SUPERLATIVES FROM ANYONE.

BOX OFFICE SLANT: THE TEAMING OF JAMES STEWART AND HEDY LAMARR SHOULD PROVE AN EXCELLENT DRAWING CARD.

Cast: James Stewart, Hedy Lamarr, Ian Hunter, Verree Teasdale, Donald Meek, Barton MacLane, Edward Ashley, Ann Codee, King Baggot, Adeline De Walt Reynolds, Frank Orth, Frank Faylen, Horace MacMahon, Greta Meyer. **Credits:** Produced and directed by Clarence Brown. Screenplay by Patterson McNutt. Original story by Virginia Van Upp. Director of photography, George Folsey. Art director, Cedric Gibbons. Musical director, Herbert Stothart. Film editor, Frank E. Hull.

Plot: Hunter, wealthy publisher, is infatuated with Hedy Lamarr, although he is married. Hedy, an Austrian refugee who is about to be deported, makes arrangements to marry a young writer, Stewart, so she can remain in the U. S. The marriage takes place, but the two live apart while she sends him living expenses every week. Meanwhile, Stewart falls in love with Hedy. The situation gives him an idea for a story, which he writes and submits to Hunter, not knowing, of course, that Hunter is the other man in the case. The publisher recognizes the plot, but his wife, Verree Teasdale, urges him to buy it. With the money, Stewart persuades Hedy, who has asked him for a divorce, to spend the week-end with him on a farm before she finally makes up her mind. Reluctantly she does so, but on the way phones Hunter and tells him of her plight. At the farm she falls in love with Stewart, sends Hunter away when he comes to rescue her.

Comment: Ordinarily, two and two make four. In this case, a good cast, a clever plot and a good director should, by all screen standards, add up to excellent entertainment. But for some reason or other, these ingredients just don't jell. The film emerges as a light comedy-drama that will please generally but not evoke superlatives from anyone. As a general rule, James Stewart is exceptionally good, but even he seems to be "out of step" here. In the leading feminine role, Hedy Lamarr still projects an artificiality that, despite her beauty, prevents the label of actress from being stamped on her. Satisfactory, but none too convincing, are the performances contributed by Ian Hunter and Verree Teasdale. But for the apparent lack of response on the part of his players, Clarence Brown's direction would be good, although not up to what audiences have come to expect from him. The teaming of Miss Lamarr and Stewart should prove an excellent drawing card, so that although the picture may not evoke too much enthusiasm from those who see it, better-than-average business should nevertheless prevail. The romantic aspects of the story pave the way for many good contest angles. Ads in the style of reading matter in the social columns is recommended, as well as a number of tieups.

Catchline: "They marry in haste . . . and kiss at leisure."

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Arkansas Judge

(Hollywood Preview)

Republic **Comedy Drama** **72 mins.**

(Prod. No. 10—Nat'l Release, Jan. 28)

AUDIENCE SLANT: (FAMILY) WILL PLEASE MOVIEGOERS THROUGHOUT THE LAND. A NICE PIECE OF ENTERTAINMENT.

BOX OFFICE SLANT: A TOP PROGRAM FEATURE WORTHY OF SOME EXTRA SELLING. WILL CLICK IN A BIG WAY, ESPECIALLY IN THE SMALL COMMUNITIES.

Cast: Leon Weaver, Frank Weaver, June Weaver, Roy Rogers, Spring Byington, Pauline Moore, Frank M. Thomas, Veda Ann Borg, Eily Malyon, Loretta Weaver, and others. **Credits:** Directed by Frank McDonald. Screenplay by Dorrell and Stuart McGowan. Based on the novel "False Witness" by Irving Stone. Adaptation by Ian Hunter, Ring Lardner, Jr., and Gertrude Purcell. Photographed by Ernest Miller. Film editor, Ernest Nims. Associate Producer, Armand Schaefer.

Plot: The community of Peaceful Valley is distressed, when, for the first time in twenty years, the townspeople take to gossiping and bearing false witness against their neighbor. This all starts when fifty dollars is stolen from Eily Malyon and Spring Byington is accused. The theft becomes a matter of community interest, especially when a rumor is circulated that Veda Ann Borg, daughter of the local banker, is the real thief. In order to save his daughter's reputation, her father tries to pin the guilt on Spring, but the Weaver Brothers and Elviry, certain of her innocence, straighten the matter out.

Comment: Combining all the elements that go into an interesting, home-spun story, Republic has a nice piece of entertainment in this feature. One that will please moviegoers throughout the land. A fine job of trouping and direction makes it a top program picture worthy of a little extra selling effort. The same combination of stars and director were responsible for "Grand Ole Opry" and "In Old Missouri," two of Republic's money-making pictures of 1940, and this one is head and shoulders over the others in every respect. The Weaver Bros. and Elviry are supported by an exceptionally fine cast headed by Roy Rogers, Spring Byington and Veda Ann Borg, and they all turn in good performances; especially outstanding is Leon Weaver. Frank McDonald's direction is perfect, spac-

ing the laughs and heart-tugs in an expert manner and holding interest right up to the last ten feet of film. The addition of Roy Rogers to the cast should be good for some extra money at the boxoffice. Spot announcements on your local radio station should be arranged in advance of your showing.

Catchline: "A false accusation that almost ruined a peaceful community."

Pride Of The Bowery

(Hollywood Preview)

Monogram **Drama** **63 mins.**

(Nat'l Release, Dec. 15)

AUDIENCE SLANT: (FAMILY) AN ACTION FEATURE WHOSE GREATEST APPEAL WILL BE TO YOUNGER AUDIENCES.

BOX OFFICE SLANT: LACK OF NAMES MARKS IT FOR A SUPPORTING SPOT.

Cast: Leo Gorcey, Bobby Jordan, Donald Haines, David Gorcey, Sunshine Sammy, Eugene Francis, Carlton Young, Mary Ainsley, Bobby Stone, Nick Stuart, Kenneth Harlan, Kenneth Howell, Lloyd Ingraham, Steve Clensos, others. **Credits:** Directed by Joseph Lewis. Produced by Sam Katzman. Screenplay by George Plympton. Director of photography, Robert Cline.

Plot: Leo Gorcey, slum boy with pugilistic aspirations, dislikes work. Bobby Jordan tricks him into signing with a C. C. C. camp by telling him he will get free training quarters. His first brush is with Kenneth Howell, camp non-com, by whom he is knocked down. Later he saves Howell's life. An attempt is made to settle their enmity in the ring, but Kenneth Harlan, camp commander, halts the fight with a draw decision. Gorcey is shunned by the other boys, who feel he was unsportsmanlike. Another boy steals one hundred dollars. Gorcey got the money by fighting for Carlton Young, fight promoter, and is caught trying to return it. Mary Ainsley, Harlan's fiancee, tries to get Gorcey to talk and clear himself, but he refuses. One of Gorcey's friends runs the real thief to earth and makes him confess. Cleared, Gorcey and Howell resume their feud.

Comment: Older patrons will likely enjoy the scenery and camp life backgrounds in this, the first picture made in a C. C. C. camp using actual C. C. C. boys for actors; younger folk in the audience of the ages which rate action the first requirement are going to vote it good entertainment. The fact that love interest is completely neglected will add to its value with this group, making its booking for the end of the week a smart move. Leo Gorcey stays with his "Dead End" characterization throughout, and shows better than might be expected in the fight scenes. The remainder of the young players are not called on for a great deal, and acquit themselves well. Exploitation through, and possibly a preview for, organizations interested in boys' welfare work should prove the most effective advance campaign for this one.

Catchline: "He got a new slant on life."

OUIJA BOARDS

People who want to know what happens next, play with Ouija Boards—besides, many consider them good fun (and not the least risque). Anyway there's a way to use Ouija Boards in your business—a way that sells tickets. You'll learn how that trick is done in:

ENCYCLOPEDIA OF EXPLOITATION

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SHOWMEN'S TRADE REVIEW

1501 Broadway New York, N. Y.



"Four Mothers" Street Stunt Stops Traffic

Four San Pedro (Cal.) girls were enlisted by Manager Harry Schlinker of Warners' San Pedro Theatre to push four perambulators around town on Christmas eve as a ballyhoo stunt for the opening of Warners' "Four Mothers." Schlinker chose Christmas eve as the time for the stunt to take place, figuring there would be more people on the street than at any other time. And maybe you think the girls didn't stop traffic with their baby buggies!

Nobody's Children

Columbia **Drama** **65 mins.**

(Nat'l Release, Oct. 17)

AUDIENCE SLANT: (FAMILY) FALLS FLAT BEFORE MOST AUDIENCES.

BOX OFFICE SLANT: HAS VERY LITTLE APPEAL WITH FEW EXCEPTIONS.

Cast: Edith Fellows, Billy Lee, Georgia Caine, Lois Wilson, Walter White, Jr., Ben Taggart, Mary Currier, Mary Gordon, Lillian West, William Gould. **Credits:** Directed by Charles Barton. Adapted from the radio program, "Nobody's Children" by Walter White, Jr. Original story by Doris Malloy. Director of photography, Benjamin Kline. Film editor, Richard Fantl. Art direction, Lionel Banks.

Plot: Edith is an inmate in an orphan's home and so is her brother, Billy Lee. The latter is adopted by Edith, who is hopelessly crippled, seems destined for a state institution. However, she is adopted by a woman who was crippled in her own girlhood and after an operation, she is cured. Tommy, who had been returned to the home for incorrigibility is also adopted by her foster parents.

Comment: An attempt has been made to make hearts wring with this picture, but the attempt is so obvious and the result so apparent from the beginning that it falls flat. A theatre audience when this picture was caught received it with complete apathy. Direction and editing appear almost amateurish and the radio program, while it may have its followers, seems to be an extraneous subject to the picture. Tie up with the radio program wherever possible. There are some tieups suggested in the press book.

Catchline: Wanted—a home and parents like other kids."

Ride, Kelly, Ride

20th Century-Fox **Drama** **59 mins.**

(Prod. No. 129—Nat'l Release, Feb. 7)

AUDIENCE SLANT: (FAMILY) LACKS APPEAL EXCEPT TO THOSE INTERESTED IN HORSE RACING.

BOX OFFICE SLANT: JUST FILLER MATERIAL WHICH SUFFERS THROUGH LACK OF NAMES.

Cast: Eugene Pallette, Marvin Stephens, Rita Quigley, Mary Healy, Richard Lane, Charles D. Brown, Chick Chandler, Dorothy Peterson, Lee Murray, Frankie Burke, Cy Kendall, Hamilton MacFadden, Walter "Speck" O'Donnell, Ernie Adams. **Credits:** Executive producer, Sol M. Wurtzel. Directed by Norman Foster. Screenplay by William Conselman, Jr., and Irving Cummings, Jr. Based on a story by Peter B. Kyne. Director of photography, Virgil Miller. Art direction, Richard Day and Lewis Creber. Film editor, Louis Loeffler.

Plot: Stephens is picked up by Lane and trained by Pallette as a jockey. Lane works with gamblers, however, and when one day Stephens rides a horse for Brown, Lane asks him to throw the race. He refuses, is knocked off by another jockey, and hospitalized. When Pallette learns that another race is to be run with the same jockey on Brown's horse, who intends to throw the race, he sends for Stephens, who leaves the hospital, goes to the track and wins the race as well as Brown's daughter.

Comment: A transparent and telegraphed plot spoils any audience appeal this might have except for the devotees of the turf to whom any picture with horse racing will prove alluring. The cast, composed largely of unknowns, does fairly well, with Stephens getting the biggest role. There is a lack of production values—unusual in a picture from this company—and poor timing on several scenes. Comedy by Pallette is slightly forced at times and too obvious. Sell it entirely on the race track angle. Get up your program in the form of a racing chart.

Catchline: "Stirring as the roar of the crowd; thrilling as a drive down the stretch."

THE STARS THEY'LL ALWAYS REMEMBE

Set to smash at the box-office with all the weight and power of the most dramatic American love story ever told!

UNIVERSAL PICTURES presents

Charles *Margaret*

BOYER ★ SULLAVAN

in

BACK STRE

with RICHARD CARLSON • FRANK McHUGH • TIM HOLT
SAMUEL S. HINDS • FRANK JENKS

Screenplay by
BRUCE MANNING and FELIX JACKSON



N A PICTURE THEY'LL NEVER FORGET!



ET

Based on the novel by FANNIE HURST

Directed by
Robert Stevenson

Produced by
Bruce Manning

WORLD PREMIERE!

MIAMI BEACH! FEBRUARY 4th!

With America's foremost motion picture critics from key cities all over the country in attendance!

NATIONAL RELEASE FEBRUARY 7th!

Program Exchange

Programs Need Special Attention At All Times To Be Really Effective

AS we begin our weekly discourse on programs, the cruel, biting winds of winter blow terrifically around Times Square, goading the brave pedestrians into fury. Well—it isn't quite that bad, but the part about it being cold is true. These are swell days for patrons to sit in the luxurious (is your theatre luxurious?) warmth (is your theatre warm?) of the theatre and relax while they enjoy the entertainment you have provided them.

But, strange as it seems, people generally like to know what's playing at their favorite theatre. Even if they take the daily paper, some people are apt to put it aside somewhere, meanwhile having forgotten what the picture is at the Ritz. If you furnish them with a weekly or monthly program, be it a calendar, tabloid or what have you, they'll always have this aid in guiding them to the finest entertainment. The newspapers are an excellent advertising medium, it is true, but your program more or less supplements that advertising. If this isn't clear, perhaps we'd better tackle it in this manner:

Value of the Program

Suppose there are two theatres in my neighborhood. Both advertise in the newspaper, one distributes a program. More likely than not I read their ads in the newspapers. But when one of the theatres furnishes me with a program, giving the attractions to play during the week (or two weeks or month) and in many instances, the times of shows and the scale of prices, it's ten to one I'll pick that theatre for my entertainment. Whether we like to admit it or not, most of us want to be "appealed to," as it were, or perhaps it might be better to say, "catered to," and when a theatreman values our patronage highly enough to send us a program pointing out the good things in store for us at his theatre, we look upon that manager as catering to us personally. It pleases our vanity, and as a result we patronize that theatre. If you have no newspaper at all in your community, then of course programs are an absolute necessity. But if you have newspapers, the two can sort of "work together" in drawing patronage. In the newspaper you can emphasize certain features, and in the program, others, and vice versa.

For our part, we think a manager is using "the easiest way out" when he issues a program which contains only the listing of attractions without benefit of an institutional message, without a catchline, without a time schedule, and without certain other important features. We understand very readily, of course, that there are some so-called highbrow neighborhoods where a listing of attractions, so long as it is done artistically, is enough to keep the blue bloods coming to the theatre. But that's the exception, rather than the rule. In most situations, the program is the manager's messenger that goes into every home. It would be just as though he went personally, or sent a competent assistant, to tell the people about his theatres, its attractions, its policy, etc. Therefore, it seems a sign of neglect on his part when he simply "bats out" his program on the typewriter and "shoots" it to the printer. But then we may be prejudiced.

Special Efforts Put Forth

On the other hand, we think highly of the theatreman who, through his program, points out the special qualities of a certain film, or writes a piece of copy extolling the merits of his theatre, or makes special mention of an outstanding short subject, or does any number of little things that make the patron feel he is doing them for him. We like the manager who puts special effort into selling his theatre and attractions through the medium of the program. You'll find the public patronizing his theatre.

And now to look over some of the programs that have reached our desk this week. With the opening of the Columbia serial, "The Green Archer," at the Larcom Theatre, Beverly, Mass., Manager Pearce Parkhurst passed out cards, to which were attached green feathers, to the kiddies. For more details on this stunt, read the story which will appear in the Short Subject Section of the February 1 issue of STR. We can't give it away here without making it lose much of its effectiveness, for our space is naturally limited. And it is really worth a little space all by itself. We mentioned it here so you'd be on the lookout for it.

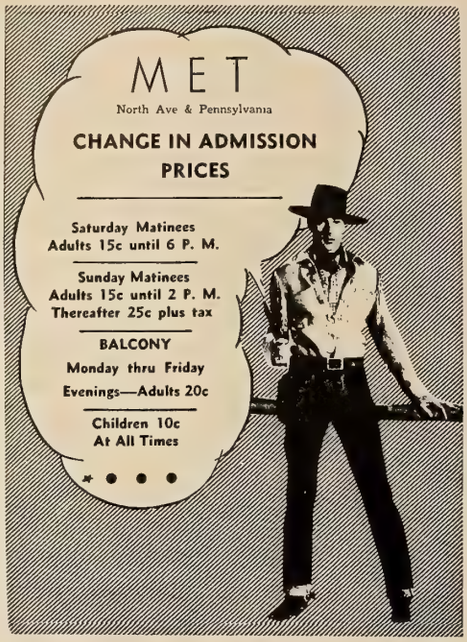
Here's an institutional message that, inasmuch as 1941 is still comparatively young, is appropriate for use now, and not next week or the next. In other words, don't put it off until the year is nearly half gone. Harry Hobolth used it in his program for the Deluxe Theatres at Imlay City, Mich., and it attracted much attention. Under the heading, "Outlook for 1941," the copy read as follows:

"We do not have to be forecasters or fortune tellers to tell you that 1941 at the Deluxe Theatres will be the biggest year of entertainment you have ever witnessed, bigger pictures with star-studded casts. Yes, we do mean it, and remember this: the Happy Way Is the Movie Way.

"Happiness is forgetfulness."

Hobolth then goes on to point out that patrons should forget their petty troubles and fears, and that they can do so by attending the theatre. Then he concludes:

"Drop in to the Deluxe Theatres any night and laugh at the troubles of others and then see how insignificant yours will be. Forget your woes while you entangle your other self with the affairs of your screen friends. You'll find a cure for trouble and worry all through 1941, for the Movie Way Is a Happy Way to enjoy life, and at Deluxe Theatres you'll enjoy it more in luxurious comfort."



Good Things Go Together

Linking a change in price policy with a current attraction was the clever stunt pulled by Manager Harold Grott of the Met Theatre, Baltimore, Md. In the cloud of smoke from Gary Cooper's six-shooter was the price-change announcement. And Cooper is so well known that few, if any, failed to realize that his new Samuel Goldwyn production for United Artists release, "The Westerner," was coming to the Met.

Cavallo's Organ Improves

Once again Tory Cavallo has apparently followed our advice, and although we want to be as modest about it as possible, we can't help but feel that his Spotlight is still further improved because of it. We suggested on this page a few weeks back that Tory not confine his ads to the back page but spread them around and thus balance publicity with advertising. This he has done in the latest issue, and the program looks better than ever. Because there is interesting text on every page, the reader is more certain to see the ad on that same page, whereas when all the ads are bunched on one page, it isn't likely that many people will take the trouble to wade through them.

The Reminder came out this week in a larger edition, printed on poster paper and resembling very much the circus-type herald. As to contents, however, it's essentially the same.

That seems to be about all we have space for this week, so look for us again around the time the Groundhog sees his shadow (or doesn't) or shortly thereafter.

--Your Application Blank--
Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW

1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....

Theatre .....

City .....

State .....

Money Dates

FEBRUARY

25th

VICTOR HUGO born, 1802. This would be a good day to bring back "The Hunchback of Notre Dame" or "Les Miserables," in tribute to this great writer. Contact local literary societies and book shops for cooperation.

26th

ASH WEDNESDAY. Lent begins.

U. S. ACQUIRES CANAL ZONE, 1904. On this day you could play a picture in which the Panama Canal serves as the background. There are a number of features and shorts of this type.

27th

HENRY WADSWORTH LONGFELLOW born, 1807. Although you have no attractions which could be tied up with this date, offer guest tickets to school students who write the best essays on the beloved poet.

"The Philadelphia Story"

An STR Showmanalysis (REG. U. S. PAT. OFF.)

IF you haven't heard about the attendance records "The Philadelphia Story" has been chalking up during its engagement at the Music Hall, you surely have been out of touch with the outside world. As we write these lines, the picture is in its fourth week and is going into a fifth. Up to now, approximately 555,000 people have stormed the large theatre in Radio City to see it; that means an average of 20,000 a day. Almost every day since the opening, lines have extended entirely around the block. If this keeps up, it wouldn't surprise us to see the picture break every existing record at the Music Hall, both as to attendance and length of run. Only two other pictures have been held for a fifth week—"Rebecca" and "Snow White and the Seven Dwarfs." That "The Philadelphia Story" is joining these films is a tribute to its drawing power and the popularity of its splendid cast, which is headed by Cary Grant, Katharine Hepburn and James Stewart.

News of this type acts as a tonic to those showmen who are to play "The Philadelphia Story." It assures them, as does the announcement by the New York critics that Katharine Hepburn's performance in the picture has been chosen as the best of the year, that here is a piece of entertainment with box office written all over it and that it deserves the maximum in exploitation.

Teaser advertising, merchant tieups, fashion shows, newspaper contests, plenty of publicity, liberal use of posters, novel street stunts—these comprise the principal activities to be pursued in your campaign. No matter whether the stunts have been used before, the main thing to remember in selling "The Philadelphia Story" is that so long as they are effective and so long as you keep hammering away on the idea that you have an outstanding picture coming to your theatre, the better for your engagement.

Darn clever is the easiest way to describe four teaser ads MGM has prepared on the picture. We have reproduced one of them on this page, and you'll find the others in the press book. Now if you want to elaborate on this series and have the facilities to do so, then have your own art department work out a few more teasers along the same lines. Suggestions: (1) A man sits smiling on a railroad track as a train bears down upon him. "Let 'em come," the caption reads, "I've seen 'The Philadelphia Story.'" (2) Two clerks are shown at a counter in a deserted bargain basement lamenting the fact that customers "must have gone to the Blank Theatre to see 'The Philadelphia Story'." (3) A little girl refuses a little boy's offer of a candy sucker. "Nix on that," the girl says, "take me to see 'The Philadelphia Story'." (4) A fellow and his girl sit on a divan, while little Junior sits near them, offering the young swain some money. The boy says: *"I'll* stay here and you and sis go see 'The Philadelphia Story'."

Blow up the teasers and have them placed in every available spot around town well in advance of your playdate.

In the January 4 issue of *STR* appeared an MGM ad concerning the large crowds waiting in line to see the picture at the Music Hall. In our opinion, you could cut out this ad and use it for an effective lobby display. The accompanying copy could run something like this: "Thousands gladly waited in line in New York to see 'The Philadelphia Story.' Local lines will begin forming in front of this theatre next Sunday when the season's hit comedy opens a four-day engagement. Get here early and be among the first to see this grand show."

Smart showmen owe it to themselves to order a set of tie-up stills. They make possible cooperative windows and ads from camera shops, jewelry stores, men's haberdasheries, women's shops, pipe and cigarette counters, florists, riding academies, gift shops, barber shops and beauty salons and grocery stores. If you succeed in gathering all these establishments into the "fold," and it shouldn't be difficult, half of your exploitation task will be done.

Screenplay by Donald Ogden Stewart. Based on the play by Philip Barry, produced by the Theatre Guild, Inc. Directed by George Cukor. Produced by Joseph L. Mankiewicz.

There are more fashion stills available than you can shake a stick at. At least thirty or more are illustrated in the exploitation section of the press book. Because the picture deals with a district in Philadelphia where sophisticates and style-arbiters live, fashion tieups become more than just ordinary exploitation as far as your campaign on "The Philadelphia Story" is concerned. Some of the stills might be reproduced in the newspaper as a fashion page feature. They could also be used, either as they are or blown up, in window display tieups. You might get cooperating stores to sponsor a "Philadelphia Story" Style Show to be held on the stage of your theatre, with prominent local society girls appearing as models.

You could base a newspaper or radio contest on the quiz idea, giving distinguishing characteristics about different cities and asking readers to tell the names of the cities. For example, Philadelphia's "Main Line" is the background for "The Philadelphia Story." What stories would the following backgrounds suggest: 1.—Back Bay (The Boston Story). 2.—Park Avenue society (The New York Story). 3.—Fleet Street (The London Story). 4.—Field Museum (The Chicago Story). 5.—Library of Congress (The Washington Story.) 6.—The Fountain of Youth (The St. Augustine, Fla., Story). You can think of many more. The idea, of course, is to include "The Philadelphia Story" in the list, and to get readers to write letters on why they would prefer to see that "story" more than any other.

By means of another contest, prizes can be offered for the most three- or four-letter words readers can make from the letters in the title. In still another, each letter of the title could be hidden in a classified ad, with the reader being required to find them, to give the name of the establishment in whose ad the letter appeared, and to write a slogan for the newspaper's classified ad department. Winners would receive guest tickets.

The snappy dialogue is one of the picture's highlights. Seventeen scene stills have been reproduced in the press book's exploitation section, and below each is the witty and wise lines spoken by the characters in that particular scene. If you want a display that will cause crowds to collect, order these stills and make up a lobby panel featuring the captions below each still. We think it would be a great idea, if you have a long lobby or at least ample wall space, to blow up the stills and place them along the wall so that a moving line of patrons could view them. A sign "Begin Here" could be posted at the beginning of the "exhibit" and arrows could point to each succeeding blowup. At the end you could have a larger display containing the billing and playdates.

"Which One Should She Choose?" That's the question to ask newspaper readers in connection with a photograph showing Katharine Hepburn, Cary Grant and James Stewart. Best letters containing the reasons for choosing either Grant or Stewart would receive prizes. By the way, a good still to be used for this purpose would be S-1152-35, which could also be used in another way. Have it blown to life size and cut out the Hepburn head. Then invite girls (their heads to fit into the opening) to have their pictures taken with Grant and Stewart. A staff member of someone else could be assigned to take the pictures. The best ones should be displayed in the lobby a few days later with an announcement that girls recognizing themselves are eligible to receive guest tickets to see "The Philadelphia Story."

The three-star pulling power of the picture makes it imperative that you feature Hepburn, Grant and Stewart in all your advertising. The 30x30 star heads which MGM has made available will serve well as parts of window displays or for placing in your lobby or on the marquee.

Just a word about the herald. Measuring 11x14 inches and printed in four colors, it's a knockout. We suggest you order a large quantity. One side has been left blank for your theatre imprint and cooperative ads.

You'll have a happy story to tell your friends if you apply full-fledged showmanship to your campaign on "The Philadelphia Story."



Yes—There Are More Like It

The swell teaser ad reproduced above is one of four available that are bound to draw the attention of readers. The others are just as clever as the one shown here, and whether you run one each day or all four on one day on different pages, you've got some genuine seat-selling ammunition. Don't pass up these unusual teasers.



Take Advantage of the Tieups

"The Philadelphia Story" has a wealth of valuable tieups to enable the alert exhibitor to get representation in windows all over town and in the newspapers. You can obtain all the necessary stills from your nearest MGM exchange. By way of illustration, the scene shown above paves the way for a tieup on fruit juices or, if you wish, on lounge robes and bathrobes for ladies and gentlemen.



"Hit Parade" Newspaper Ads

From widely separated points come these examples of methods used in advertising Republic's "Hit Parade of 1941." The caricature display ad at the left was used by the Grand Theatre, Albany, N. Y. At the upper-right is a reproduction of the card giving portions of lyrics from songs in the production. Thousands of these were distributed by Warner's Hollywood and Downtown Theatres, Los Angeles. In the lower right-hand corner is the current ad used by the two houses. In it, "Hit Parade of 1941" is given equal billing with the associate feature. However, in the Grand, Albany, layout, it is given top position.

Indiana Premiere of "Hullabaloo" Preceded by Smashing Campaign

Hardly a stone was left unturned to make the campaign on the Indiana premiere of "Hullabaloo" one of the most effective ever put on in that state when Manager Bill Studebaker of the Logan Theatre, Logansport, assisted by MGM Exploiteer Harold Marshall, set the ball rolling to let the natives know in no uncertain terms that "Hullabaloo" was something they should see.

Taking the teaser ads from the press book (each ad consisted of art with a letter from the title under it) Studebaker ran them about four days in advance. One ad was run on each page, and under each was a notation to see page so-and-so. On the last ad, the following copy appeared: "'H-u-l-l-a-b-a-l-o-o' spells 'Hullabaloo,' MGM's surprise entertainment treat of the year, etc." Plenty of local comment was created by the teasers, which ran both in the *Press* and the *Pharos-Tribune*.

Wise Crack Contest

The press book wise-crack contest was planted in the *Pharos-Tribune* and netted the theatre three days of art and publicity. The public was invited to complete unfinished sentences hurled at Frank Morgan by his three ex-wives.

Just opened recently, the new Kresge store cooperated in an effective quiz contest. Five thousand heralds were made up, using press book illustrations showing pictures in which Frank Morgan starred. Each herald contained questions which the public was invited to answer. Kresge's 50 salesgirls distributed them to the customers. In the front of the store was a special display and a box in which the public deposited its answers to the questions. Attractive window and counter displays also went along with the tieup.

Since the campaign was staged at the time the election was at its peak, six high school girls wearing their Varsity sweaters distributed 5,000 small cards inviting the public to "vote for 'Hullabaloo'." All election booths and stores were covered with the gag, which caused many a laugh.

Five girl employes of the theatre were each put to work on separate phones, each calling a number listed in the book and delivering a very brief message concerning "the surprise hit of the year, etc." Over a three-day period, each girl made 1,000 phone calls, reaching the 5,000 telephone subscribers listed in the book.

Five thousand heralds, each imprinted with "Indiana Premiere" copy, were inserted in Sunday editions of local and out-of-town newspapers.

Bulletins on the premiere were carried in the windows of the two newspaper offices, along with war and conscription news. In view of the unprecedented news taking place these days, getting mention of the picture on these bulletins was an accomplishment.

Other phases of the giant campaign included: 100 bumper strips on buses and autos; 100 cards in windows and in other good spots; 200 directional arrows in the suburbs; 10 3-sheets in best spots around town; tieup with Golden Rule Department Store on Virginia Grey fashions; window displays in Sears, Seybold's, Radio Shop, and Sporting Goods Store; sound truck in Hallowe'en parade; 50 small counter cards in attractive frames in all downtown drug stores and restaurants.

In addition to all this activity, Manager Studebaker doubled his regular newspaper advertising campaign to open the picture in big city fashion.

Result: "Hullabaloo" opened amid a hullabaloo of enthusiasm.

"No Time for Comedy"

One of the attention-getting street stunts put on by Manager Eli Arkin of Warners' Avalon Theatre, Chicago, was a man walking along holding up his trousers, suspenders and belt missing. He carried a card with this copy: "Don't ask me for a match. This is 'No Time for Comedy'."

Sample Cereal Distribution

Tieing up with the makers of a popular breakfast food, Manager Ted Turrell of Warners' Beverly Theatre, Chicago, promoted sample packages, which were distributed to residents of the neighborhood. Imprinted on a sticker attached to each sample was this copy: "High Spots of the Week—(Name of Cereal) and 'He Stayed for Breakfast' at the Beverly."

Perdue Sells "Arise" With Lots of Gags

Gags by the dozen were unloosed by Manager Barnes Perdue on the populace of Chilicothe, Mo., in advance of the showing of "Arise, My Love" at the Ritz Theatre there.

Among them were: headless dummy sitting in theatre chair (he laughed his head off at the picture); gas drum displayed in the lobby ("you won't need laughing gas to enjoy—etc."); display of articles "lost while patrons were laughing at" the picture; a picket fence around a mound representing a grave ("even the little man who wasn't there laughed himself to death—etc."); a theatre chair equipped with safety belt on display in the lobby ("we're strapping our chairs with safety belts to keep you from falling in the aisles with laughter . . ."); all employes wearing red ribbons on fingers (when a patron asked why, the reply was "To remind you to see—etc."); street barker dressed as clown ("more laughs than 100 clowns"); man walking around town in summer clothes with temperature below zero ("don't laugh at me . . . see a comedy smash with action"); boy with midriff wrapped in gauze, walking with slight limp ("I busted a rib laughing at—etc."); blackfaced boy carrying sign ("I laughed till I'm black in the face"); boy carrying fishing pole (" if you're fishing for a good time, don't miss . . .").

When it came to printed gags and novelties, Perdue was right in there pitching again. He put out a card headed "New Parking Rule," which stipulated that "young men will change their parking places from street corners, lonely country roads, etc., to the comfortable seats of the Ritz Theatre to see 'Arise, My Love' . . ." Tags urging patrons to "make a note now to see this salty, wise-cracking jubilee of fun" were placed on car handled and distributed house to house. A pencil was attached to each tag.

To hotels, drug stores, restaurants, homes, autos, etc., went small booklets captioned "What I Know About Women by Ray Milland." The inside pages were blank, but on the back patrons were reminded that "you don't have to know anything about women to enjoy this . . ."

On opening day cards to which pieces of string were attached found their way to the same spots favored with the other novelties. Gag line on the cards was: "If you think we're stringing you along . . . we will give you a ticket to see another show."

If Barnes left out any gags, we can't think of them at the moment. Of course, we've heard of them being used on several different pictures, but this is one time when an alert manager "shot the works" on a single feature.

Arise, Perdue, our hat's off to you.



Attractive Wedding Ring Display

This attractive wedding ring display in the window of a prominent local jeweler was promoted by Sidney Poppay, manager of the Majestic Theatre, Gettysburg, Pa., on behalf of MGM's "Third Finger, Left Hand." Tie-in copy stated that "any of these rings fit—" and on into the title.



Sequel to

"LONDON CAN TAKE IT!"

"X MAS UNDER FIRE"

...Filmed Under Fire, and Narrated Under Fire in London by the Famed War Correspondent of Collier's Magazine

Quentin Reynolds

ANOTHER WARNER WAR SCOOP!

Meet Your Exchangemen

Edwin V. Green (Universal)

Quite a varied career is already behind the youthful Ed Green, who now heads Universal's booking department in Dallas, Texas. He has picked up the business fast since he entered it as a shipping clerk for the same company just four years ago. During the six previous years he was in as many roles as an actor, including a night-time policeman, a bell captain and a salesman for the map company of which he is also part owner.



Homer Hisey (Warner Bros.)

Now branch manager at Warners' Memphis office, Homer Hisey has run the gamut of film jobs, having been at one time or other, booker, salesman and exhibitor. Homer is a great dresser. At the recent Chicago sales meet he showed up all bedecked in a multi-colored sport jacket, with an equally colorful kerchief wrapped about his neck, but not quite covering a rainbow-hued shirt. It wasn't long before the more conservative of Warners' sales force prevailed upon him that that stuff was OK for Hollywood, but in Chicago he looked like a preview of Spring. Homer gave in by dropping the kerchief.



Louis Greenley (Monogram)

Lou started as a youth of 14 as a poster clerk for Metro in Cleveland. He joined First National as assistant booker in 1926 and became a salesman for Tiffany in 1928. Two years later, he organized the Ivanhoe Film Co., in partnership with Nate Schultz. In 1935, he sold for United Artists in Minneapolis and the next year for Grand National in Detroit. In 1938, he joined the Monogram staff in Detroit and he's still going strong there.



Robert T. Smith (Warner Bros.)

Bob Smith, branch manager of Warners' Milwaukee exchange and the loyalest rooter Purdue University's football team ever hopes to have, has been spreading the gospel of Warner pictures for some one and twenty years. He worked his way up the ladder and today is one of the most capable and respected men along Milwaukee's Film Row. Bob, a Purdue man himself, follows the trials and tribulations of the Boilermakers with the avidness of the coach himself.



Carl Scott (Columbia)

Carl Scott was born in Vancouver, B. C., March 19, 1894, attended Gonzaga College at Spokane, Wash., also Washington State College at Pullman, Wash. Served two years in the Army over seas and entered the motion picture business in 1920 as salesman for Metro with which concern he remained until 1924 when he joined Warner Bros. Pictures, Inc., until 1931. He joined Columbia Pictures Corp., as salesman in Idaho and Montana in 1932 where he traveled until October, 1936, at which time was transferred to San Francisco as city salesman for Columbia.



Edward W. Ruff (Paramount)

Ed Ruff knows New England film business inside-out and crosswise, for he has occupied the post of branch manager in three different cities, Boston, Portland and New Haven. Coming to Paramount from Realart, he started in Boston as salesman in 1925, was made sales manager in 1928 and four years later became branch manager. Since May, 1936, he has been in charge of the New Haven Exchange. He likes football, golf and especially bridge.



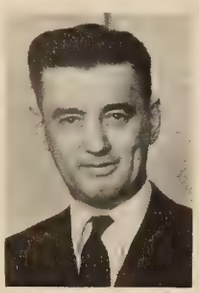
Edward W. Gavin (Universal)

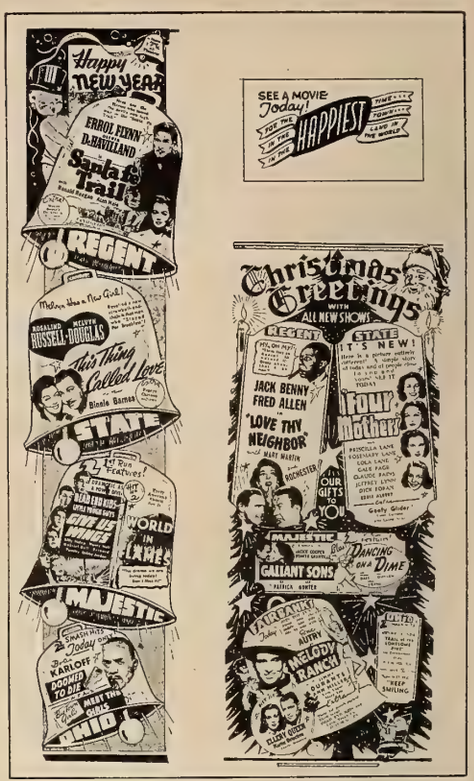
Eddie was born in Chicago and educated right there, too. And it was in the Windy City that he started in the film business selling for Hodkinson. Later he was with Selznick and Goldwyn and then went to Milwaukee for Fox. Five years later he joined Midwest Film Exchange and by the time Universal took him into its fold as Milwaukee salesman four years ago, he had established himself as one of the best liked and most capable of the film emissaries in the Wisconsin metropolis.



John McBride (Republic)

John McBride is Republic booker in Omaha. He began his motion picture career with Pathe as a booker, and later became salesman. He left Pathe to join Universal as salesman. For the past three years he has been booker for Republic. It may be those dimples, or just that cleft in the chin, but Johnny certainly gets those dates! He's said to be especially successful with the lady exhibitors because of the aforementioned dimples.





"Happiness" Theme Sells Tickets

Christmas and New Year festivities are almost completely forgotten by this time, but these ads from Hank Harold, advertising manager for Chakeres' theatres in Springfield, Ohio, are worth the study of theatremen because they show how well he instilled the happiness and gayety of the season into the layouts. In the upper right-hand corner is a happiness slug which has been used frequently in conjunction with the ads. It reads: "See a movie today . . . for the happiest time . . . in the happiest town . . . in the happiest land in the world." Seems to us this "happiness" theme could be used advantageously by every exhibitor.

Bovim Ties Up With Local Eddy Fan Club in Selling "Bitter Sweet"

A comprehensive tieup with the local Nelson Eddy Fan Club provided one of the highlights of the "Bitter Sweet" campaign put over by Russell A. Bovim, Ohio Theatre, Columbus. The club furnished a choice mailing list and sent out heralds to its members. The organization's president and secretary were interviewed via several different radio programs. Members used the chain telephone stunt, reaching about 5,000 persons.

Music from the picture was widely plugged over the air. The six-part pictorial strip was planted in the local *Journal*. The *Sunday Dispatch* theatre section devoted four columns to the trade paper caricature of Eddy and Jeanette MacDonald, the film's co-stars.

Life Story in Pictures

Judy Garland's Life Story in Pictures was used in the *Louisville Times* as part of George Hunt's campaign for "Little Nellie Kelly" in advance of the film's showing at the State.

Uses Pictorial Serialization

M-G-M's pictorial serialization of "Bitter Sweet" was planted on the woman's page of the local *News-Post* by George Avis, Loew's Baltimore theatres, as part of his campaign for the film.

CARRY A TORCH FOR

LAND OF LIBERTY

presented by the motion picture industry to make 130 million people proud to be Americans!





"WHY TALK ABOUT PATRIOTISM WHEN YOU CAN DO SOMETHING ABOUT IT!"

Mr. Exhibitor, when you play "LAND OF LIBERTY" it's a rare opportunity to score at the box-office and simultaneously in the grateful heart of your community!



SEE IT WITH YOUR OWN THRILLED EYES

(Ask for a screening at your M-G-M Branch! Ask anyone who has seen it!)

AND YOU'LL JOIN THE CHEERING CRITICS!

(continued above)

SOCKO ENTERTAINMENT *say the* CRITICS!

"Stunning . . . a glowing tribute to the narrative power of the cinema . . . Interesting, informative and entertaining . . . A striking dramatization of the nation's history and belongs in every theatre . . . A monumental success." —M. P. HERALD

"The film is unique . . . extremely well handled by Cecil B. DeMille . . . the cast is enough to knock anyone's both eyes out." —BOX OFFICE

"This unique production is in a class by itself . . . One of the finest achievements of its kind the industry has ever known . . . Fascinating." —FILM DAILY

"A magnificent job . . . swiftly moving . . . studded with drama . . . in consideration of the present temper of the people of this country, general world conditions and the preoccupation of the nation with matters of freedom and the support of the democratic ideal, this film should find strong popular support at the theatre." —M. P. DAILY

"Truly a 'Cavalcade of America.'. . ." —VARIETY

"Rare indeed are the opportunities of encountering in any medium such vitally absorbing entertainment . . . Amazing entertainment force, capable of holding a rank-and-file audience spellbound through its entire length." —HOLLYWOOD REPORTER



REMEMBER!

The entire cost of making "Land of Liberty" was donated by the organized industry!

(1) Every producer joined in making this timely entertainment which dramatizes America and its democratic way of life.

(2) All sales profits realized are being donated to war emergency work.

(3) All the services of distribution are given free.

(4) Exhibitors are asked for rental only. Exceptional opportunities are yours through live-wire showmanship!

(5) M-G-M is handling distribution on behalf of the industry. Communicate with your M-G-M Branch.

BELOW: *Two-fisted showmanship packed Williamsport test run. This is a typical ad. Complete campaign, easily duplicated, available at your M-G-M Branch.*





"I'm proud to be an American and proud to present in my theatre-

LAND OF Liberty"



"Mister American Showman: Here's a truly great and inspiring attraction! Get behind it with your heart!"

PRINTED IN U.S

Short Subject Reviews

Problem Pappy *(Fair)*

Paramount (EO-5) Popeye No. 5 **7 mins.**

Popeye's pappy is missing and Popeye finds him on top of a flagpole. The rest of the subject is devoted to his efforts to get Pappy down. Finally, of course, with the aid of his spinach, he is successful. It's just a fair subject with not too many laughs. Use your Popeye standee and the usual tieups. Dave Fleischer directed.

Sacred Ganges *(Dull)*

Para. (MO-2) Fascinating Journey No. 2 **10 mins.**

This subject deals with the Hindu worship of the River Ganges as a holy place. Some of the scenes showing penitents performing all kinds of torture on themselves and the funeral pyres of others are positively gruesome. Although the subject is in Technicolor, the scenes are not particularly colorful. Most audiences will find the picture dull and gruesome. Frank Gallop is the narrator.

Acrobatic Aces *(Very Good)*

Paramount (RO-6) Sportlight No. 6 **10 mins.**

Here is a comprehensive, slow-motion analysis of tumbling and acrobatic ability by the experts. Three groups of athletes are shown, including the juvenile tumbling class of the Dallas Athletic Club, the seven Danwill brothers, finest male tumbling troupe in the country who perform almost incredible stunts, and finally the Ambassadorettes, a group of four agile and comely young ladies who also perform seeming miracles. This sort of thing always was successful on the vaudeville stage so there is every reason to believe that it will be favorably received as a short picture. This is an excellent subject to play on a program where the feature is a light comedy. Ted Husing narrated. Jack Eaton produced.

Ali, the Giant Killer *(Very Good)*

Col. (2803) Sport Parade No. 3 **11 mins.**

Almost everyone loves a good wrestling match and this one should please and fascinate any audience. Participants are Hardboiled Haggerty of the United States and Ali Baba of Turkey. The former is a giant compared to the diminutive Turk with the big moustache. But so smart is the smaller fellow that eventually Haggerty is forced to give in to him. There are many laughs, although the grunts and groans are absent. The subject, which was narrated by Knox Manning, is thoroughly entertaining. Place bulletins in all recreational parlors, and arrange a screening for the newspaper sports editor so he can give the reel some plugs on the sports page.

Unusual Crafts *(Interesting)*

Col. (2974) Cinescope No. 4 **9 mins.**

Descendants of fishermen and sailors, the inhabitants of the Scilly Islands, located 30 miles southeast of England, engage in unusual crafts to earn a livelihood. This subject shows how, from granite and fancy rocks, the natives turn out beautiful articles; how they build model ships and fashion semi-precious stones to be mounted in gold and silver. It holds much of interest for any audience. Why not arrange a display of model ships in your lobby? Perhaps through jewelry and gift shops you cold promote a display of the articles that come from this group of islands.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning January 25)

CRITERION—Way of the Wild (Exclusive Pictures); Ice Capers (Col.).

GLOBE—Porky's Hired Hand (Vita.) rev. 12-28-40; Henry Busse and His Orchestra (Vita.) rev. 11-30-40.

PARAMOUNT—Popular Science No. 3 (Para.) rev. 12-21-40; Popeye Meets William Tell (Para.) rev. 10-5-40; The Sacred Ganges (Para.) rev. 1-18-41.

RIVOLI—Pluto's Dream House (RKO-Disney) rev. 9-14-40.

ROXY—Hairless Hector (20th-Fox); Sunk by the Census (RKO-Radio) rev. 9-14-40.

STRAND—The Timid Toreador (Vita.) rev. 1-18-41; Christmas Under Fire (Vita.) rev. 1-18-41; Fight, Fish, Fight (Vita.).

Magic City *(Well Done)*

Col. (2951) New York Parade No. 1 **10 mins.**

Although this is the first of a series produced and directed by B. K. Blake and Andre de la Varre, it seems so complete in its coverage that one wonders what will be left for the remaining releases. There is no need to worry, of course, for the producers still have plenty of material. At any rate, even to a New Yorker the scenes of tall buildings; of tenements, churches and great bridges; of people hurrying to and from work all tend to be interesting and fascinating. Therefore, to those outside the great metropolis, the subject should have even stronger appeal, since New York has an air of mystery and magic to those who have never visited it. You can play this subject with the assurance that it will add entertainment value to your program and will please you patrons no end. Your local five-and ten-cent stores, as well as book stores, undoubtedly sell picture books of New York; try to arrange tieups with these establishments. Run photos of certain well known buildings and landmarks in the newspapers, and offer prizes to the readers who correctly identify them and who write the best letters on "Why I Should Like to Visit New York."

The Watchman Takes a Wife *(Fairly Amusing)*

Col. (2627) All-Star Comedy No. 7 **16 mins.**

As the title indicates, Night Watchman Andy Clyde takes a wife (Betty Compson). Influenced into a suspicious nature by the advice of a friend, Andy suspects Betty of faithlessness when he misinterprets a conversation she is having with another man. In reality, she is ordering a new bicycle for Andy. When she explains, all is forgiven. Like all Clyde comedies, this one has some rather silly gags, and on the whole, is only fairly amusing. Those who laugh at almost anything, however, may think it great Del Lord and Hugh McCollum produced, while the former also directed. Use a cutout of Andy Clyde in your lobby. You might invite local night watchmen to a special matinee.

Paunch 'n' Judy *(Average)*

Col. (2753) Fable No. 3 **7 mins.**

With his new camera, daddy hopes to take a picture of his daughter, but the mischievous little girl has other ideas. It all ends with the camera broken to bits and the father tearing his hair when an itinerant photo salesman tries to sell him the idea of having his daughter's picture taken. It's just an average cartoon.

Beautiful British Columbia *(Interesting)*

Col. (2556) Columbia Tour No. 6 **11 mins.**

The not-too-frequently photographed province of British Columbia is interestingly revealed in this color reel. Beautiful scenery and various vacation resorts take up most of the footage, and the material is easy on the eyes. If travel reels get a tumble at all from your patrons, this one should be readily acceptable. Gayne Whitman handles the narration. Travel bureau tieups and cooperative assistance from school geography classes should be fostered.

. . NEWSREEL SYNOPSES . .

(Released Saturday, January 25)

PARAMOUNT (No. 43)—Torpedo boats enroute to maneuvers in Florida; Winthrop Rockefeller in Army; Willkie leaves for England; Kennedy gives views on lend-lease bill; Naval training at Henry Ford Apprentice School; British fortify Iceland; British tanks arrive in Egypt; Turkey prepared as Axis threatens Balkans; Churchill rallies women to island defense; Wrestling in molasses in Florida; Bob Feller signs baseball contract; Ice show in New York.

MOVIETONE (Vol. 23, No. 40)—Willkie leaves for England; Kennedy gives views on lend-lease bill; Duchess of Gloucester salutes English women; General Metaxas celebrates Greek victories; Speeding up defense at Randolph Field; Parachute troops train at Ft. Benning, Ga.; Fashions; Ice show in New York; Diving exhibition in Mexico.

PATHE (Vol. 12, No. 43)—Willkie leaves for England; British fortify Iceland; Sugar cane harvested in Florida Everglades; Ice show in New York; Red Cross ships supplies to war-torn lands; Flower queens in Florida; Naval training school in Detroit; Wrestling in molasses in Florida; Motorcycle troops trained at Ft. Benning, Ga.

UNIVERSAL (Vol. 13, No. 948)—British fortify Iceland; Bombers for Army at Santa Monica, Calif.; Clippers for British at Seattle; Train parachute troops at Ft. Benning, Ga.; Train motor cycle troops; Winthrop Rockefeller in Army; Willkie leaves for England; Greek Red Cross mercy ship; Barbecue for Gov. O'Daniel in Texas; Kiddies fashion show in New York; Wrestling in molasses in Florida; Jaloppy race at San Antonio, Texas.

NEWS OF THE DAY (Vol. 12, No. 238)—British fortify Iceland; Kennedy expresses views on lend-lease bill; Willkie leaves for England; Train parachute troops at Ft. Benning, Ga.; Winthrop Rockefeller in Army; Farragut wins Battleship Steeplechase at Agua Caliente; Hunting dog exhibition at Chicago; Ice show in New York.

(Released Wednesday, January 22)

PARAMOUNT (No. 42)—Inauguration of President Roosevelt for a third term.

MOVIETONE (Vol. 23, No. 39)—President Roosevelt inaugurated; Fire in Manchester, England; Italian prisoners in Greece; Queen Elizabeth launches H.M.S. Duke of York; Mexican general reviews U. S. Marines; U. S. sailors taught mechanics; Troops leave Brooklyn for Newfoundland; Betty Atkinson in ice-skating exhibition; Ski jumping at Fox River Grove, Ill.

NEWS OF THE DAY (Vol. 12, No. 237)—President Roosevelt inaugurated; Queen Elizabeth launches H.M.S. Duke of York; English youngsters in New York speak to parents in London; Wrestling match in Boston; Ski jumping at Fox River Grove, Ill. (Chicago only).

PATHE (Vol. 12, No. 42)—President Roosevelt inaugurated; Bomb hits Associated Press building in London; Fourteen-pound, four-ounce baby girl born in Los Angeles; 20-ton diving bell tried out at Silver Springs, Fla.; Queen Elizabeth launches H.M.S. Duke of York.

UNIVERSAL (Vol. 13, No. 947)—President Roosevelt inaugurated; Kennedy asks curb on war power; Willkie plans British trip; Mexican general reviews U. S. Marines; Ski jumping at Fox River Grove, Ill.

The Talk of the Tents Up and Down the Land

Variety Club Notes

JOHN H. HARRIS, NATIONAL CHIEF BARKER

Weekly Get-Together of Filmdom's Good Fellows

Tent No. 1—Pittsburgh

Several Functions at Headquarters.

Mrs. C. C. Kellenberg was hostess at a recent Ladies Bridge Luncheon. Family Night's host and hostess on January 17 were Mr. and Mrs. Joseph Misrach. Kings for the Day on Monday, January 20, were Bob Post and Bob Fiske.

M. J. Cullen, Loew's District Manager, was one of the visitors at the clubrooms this past week. Another was Ted Weems, whose band played the Stanley Theatre and reports are that Ted enjoyed himself "to beat the band."

National Chief Barker John H. Harris was in Kansas City for three days this week. James G. (Jimmy) Balmer, National Dough Guy, has been in the hospital for the past two weeks but is expected to return to his desk this coming week. John Maloney is back at the office after a ten-day stay in the hospital.

A number of barkers spent their vacations in Florida and among them were Joe Gins, Harry Seed, Ira Cohn and Saul Gottleib.

Al Weiss has been traveling extensively in the surrounding territory, keeping a check on his basketball team, the Weiss Big Five.



Through the efforts of National Chief Barker John H. Harris and of those pictured above, Tent No. 1 was able to raise $1,000 for the Charity Fund at a benefit performance of the Ice Follies. Left to right are Roy Shipstead, Chief Barker C. C. Kellenberg, Oscar Johnson and Eddie Shipstead.

Tent No. 2—Columbus

The first Bingo game for 1941 was to be held on Saturday night, Jan. 25. A general membership meeting will be held on Tuesday evening, Jan. 28th, preceded by a dinner meeting of the Board of Directors. Chief Barker Virgil Jackson will outline his program for the coming year. All barkers are urged to be present. The first dance of the new year will be held on Saturday night, Feb. 1.

Tent No. 3—Cincinnati

Greenberg Makes Club Appealing.

No greater enthusiasm has been displayed around the local clubrooms in a good many years than that of Mike Greenberg, the new chairman of the house committee. He has been at it night and day figuring out ways and means to make the clubrooms more appealing to the membership. We are afraid of one thing only and that is we won't have room for many pictures if Mike continues to allow the various merchandise ads to clutter up the walls.

Among the visitors at the club during the past few days were such distinguished cinema execs and stars as: Gertrude Niesen, currently appearing at the Shubert; Sally Rand of fan and bubble fame; Jack Flynn and Harris Wolfberg, the capable district managers of MGM; Ed Fisher of United Artists here exploiting the "Thief of Bagdad"; Jim Levine of "Fantasia" arranging for the local showing; Bob Dunbar of Warners and his guests, Mr. and Mrs. Brumberg of Cleveland, and Al Perretz of Alexander Previews.

Irving Sochins, the club's best pianist, will not drive so fast in the future. A twenty-five dollar fine and a thirty day driving suspension were his rewards for doing forty-six in the early hours of the morning.

Short Circuit Andy Niedenthal has found a new barbecue joint. The result, no more home cooking for Andy, at least not for some time to come. Andy is that fond of the burned pig with hot sauce. So are we.

Tent No. 5—Detroit

Carlson and Judge Jayne Honored.

William Carlson, who was Chief Barker of the Tent three years ago, became high priest and prophet of Moslem Temple of the Shrine this week—he's "going through the chairs." Judge Ira W. Jayne, who was the dry and delightful toastmaster at Variety's banquet to Jack Flynn recently, was honored Wednesday by a banquet celebrating his ten years as Presiding Circuit Judge of Wayne County.

Floyd Chrysler, M-G-M state salesman, is pinch-hitting in Chicago for a few weeks, because of illness in that office. Visitors to headquarters from upstate: Mr. and Mrs. Lee Ward of Mount Pleasant, Jim Olson of Clare (in town, anyway), Ray Branch of Hastings, president of Allied of Michigan, and Bill Murray of Grand Rapids. Bill Levinson, who's a member of Pittsburgh Tent No. 1, and lives at Los Angeles, another visitor.

Alex Schreiber of Associated, off to Cleveland, to examine fluorescent lighting. Charlie Perry, retired Chief Barker, asked about "The Thief of Bagdad" which played his Adams, just says "He stole away."

David M. Idzal, managing director of the Fox, and First Assistant Chief Barker, says Detroit show business is going to need an informal organization to speak for the industry in connection with national defense activities, Red Cross drives, etc.

Seven key men have been appointed to chairmanships of committees to handle activities of Detroit Variety Club for 1941, by Chief Barker John Howard. Committee heads are:

House Committee, Edgar E. Kirchner; Welfare Committee, William Flemion; Entertainment, Wade Allen; Ways and Means, David M. Idzal; Finance and Auditing, Bernard Kilbride; Membership, David Flayer; Sports and Outdoor Activities, John Howard.

Committeemen appointed to the Membership Committee are: Walter Shafer, Larry Becker, W. J. Turnbull, Eddie Heiber, Robert Mork and Jack Young.

Appointees to the Sports Committee are: Jack R. McPherson, Harry Lush, Jack Sussmi and Frank Wagner.

Other individual committeemen will be announced later.

Tent No. 8—Kansas City

Zigmond Names 1941 Committees.

One of the first jobs of Jerry Zigmond of the Newman, new chief barker of the Kansas City tent, was to appoint 1941 committees. To the important House Committee he named Reube Melcher, Ward Scott, R. R. Biechele, O. K. Mason, Reube Finkelstein, Bev Miller, and Jim States. Chairmen of other committees are: Ways and Means, H. J. Griffith; Membership, O. K. Mason; Entertainment, Leland Allen; Kings for a Day, Bob Withers; Publicity, Bill Lansburg; Bowling, Frank Hensler; Welfare, Arthur Cole; Days of '49, Charley Gregory; Charity Ball, Earl Jameson; Special Charities, Jay Means; Special Events, Finton Jones, and Golf, T. R. Thompson.

Variety Club here has turned over $3,734 to the Junior Red Cross for use in providing milk for undernourished school children. That amount came from the club's annual Xmas bowling tournament held in conjunction with the *Kansas City Star*, and, this year, with members of the Kansas City Bowling Proprietors' Association of Greater Kansas City.

Tent No. 11—Washington

Second Dental Clinic Dedicated.

The second dental clinic donated by Variety Club for a local hospital was dedicated at impressive ceremonies last Tuesday. While the Capital was getting back to normalcy again, Hollywood stars started arriving in the city for participation in the President Birthday Ball celebrations. Chairman Rudy Berger of the Welfare Committee made the presentation speech at Children's Hospital, which received $3,000 worth of equipment. The week prior Providence Hospital received a similar clinic from Tent 11. Present at the ceremonies were Chief Barker Hardie Meakin, Berger, Fred Kogod, Fred Burka, Joe Morgan, George Crouch, Harry Lohmeyer, Sidney Lust and Charles Stofberg. On Inauguration Day, the club had a packed house throughout, since the hotel rooms provided a swell view of historic Pennsylvania Avenue. The ladies present were given preferred space at the window. Bob Pruett, who handles the club's refreshing drinks had one of his busiest days during the inaugural. Now that the welfare program is well on its way for the new season the lads are very happy.

Tent No. 12—Minneapolis

Club Gives 1,700 Bottles of Milk.

With Chief Barker Ben Blotcky back from Florida and on the job again, things have started humming again at the Twin City Variety Club. Directors met this week to discuss proposed affairs for 1941 to bolster the charity funds. Incidentally, Chief Barker Blotcky revealed that more than 1,700 Christmas baskets for the poor contained bottles of milk contributed by the club. The baskets were distributed by churches and nurseries.

Chief Barker Blotcky also let it be known that, during 1940, despite the fact that the club expended more on charity and social activities than the year previous, it wound up on Jan. 1, 1941, with a larger treasury surplus.

It's a certainty that the club will stage another grand ball this winter—similar to the one last April which was so successful. Visitors to the club the past week included: Jack Haley of Jam Handy films from Detroit, Mich., and H. Austin Ripley, Colfax, Wis., author of *Look Magazine's* "Photocrime" series and a noted radio script writer.

Mrs. Alice Workman, wife of the M-G-M branch manager, was chairman of a very well attended bridge tea in the clubrooms for the benefit of the Milk Fund, the club's charity project. Before leaving for Florida for his health, Barker Al Feinberg had luncheon with the boys at the club.

Tent No. 13—Philadelphia

Big Returns Expected in Polio Drive.

At the meeting a report on the infantile paralysis drive was given by Frank McNamee, chairman, outlining the progress being made by the campaign. It looks tremendous, the biggest return ever being expected. He asked that preparations for the '42 campaign be started in September. A new set of house rules is being drawn, particularly as regards Sunday night screenings.

Arrangements were made for the David "Skip" Weshner dinner Jan. 27 at the Bellevue. A gold honorary membership card is being given Weshner. A contribution was made to the Northeastern Hebrew Orphans House. Thanks were extended to Ben Bernie for the excellent co-operation he gave in connection with the recent dinner. A letter was read from Mrs. Loving, thanking Charles Goldfine for his charity work. Another room is being added to the club quarters.

The following committees for the new year have been set up by Chief Barker Dr. Leon Levy: (the first name is the chairman).

MOTION PICTURES—Ted Schlanger, Bob Lynch, George Schwartz. CARDS—Ben Fertel, Maxwell Gillis, Leo Posel. ENTERTAINMENT—Harry Biben, Stanley Broza, Oscar Neufeld, Lawrence Shubert. RULES AND RESOLUTIONS—Al Cohen, Harry Ball. CONVENTION—Earle Sweigert, Frank Elliott, George F. Weilland, Frank Gravatt, Emanuel Munzer, Mort Lewis, Jay Emanuel, Ben Fertel, Meyer Adelman, Sam Stiefel, Jack Greenberg. MEMBERSHIP—William J. Clark, Earle Sweigert, William MacAvoy, Sam Gross. CHARITY—Charles Goldfine, Martin B. Ellis, Harry Weiner, Meyer Adelman, Irwin Charlap. WELFARE—Sidney P. Samuelson, Melvin Fox, Elmer Wilschke. HOUSE—Henry Friedman, Oscar Neufeld, William MacAvoy, Leo Beresin, Dave Supowitz. LUNCHEON—Al Davis, Sam Gross, Robert Clipp, Jack Kraker, Jack Greenberg.

Tent No. 17—Dallas

Weekly Bingo Parties Resumed.

At a meeting of the Board of Directors on January 13th, it was decided the Board would meet every first and third Monday evening of each month at 7:00 o'clock to handle all business matters for the club.

The weekly family night Bingo parties were resumed last Saturday with Barker and Mrs. Jack Chalman as hosts. These parties will continue to be held every Saturday night until the summer months. They are proving very popular and profitable for the club.

Barker Ray Higdon has transferred his membership from Kansas City to Tent No. 17. Barker Higdon is now permanently located in Dallas as an executive of R. E. Griffith Theatres.

W. J. Moore of Corgan & Moore, theatre architects, is the newest addition to the roster of Tent No. 17. The Board of Directors at a meeting January 13th voted to make Dr. J. W. Pittman of Belton, Texas, who has been very helpful in lending medical assistance at the Boys Camp, an Honorary member.

Sickness and the grim hand of death has taken a heavy toll from Tent No. 17 this month. Barker Fred Jack has just been released from Medical Arts Hospital where he was confined with flu and pneumonia, and this epidemic has confined many members to bed. On the evening of January 4th Barker Ainslie Wood suffered a heart attack and died within a few hours. Barker Homer Mulkey, who had been operator of a theatre at Clarendon, Texas, for thirty-two years, passed away in the Methodist Hospital at Ft. Worth. He had undergone a major operation, and it had become necessary to give many blood transfusions to try to save him. Several Barkers of Tent No. 17 were donors.

Tent No. 19—Baltimore

New Officers Installed.

New officers for the coming year were installed Thursday night. Outgoing Chief Barker Rome thanked the barkers for their co-operation stating that it would have been impossible to make the Tent the success it has been without their wholehearted support.

The following officers and board were installed into office: Chief Barker Wm. Hicks, 1st Asst. Chief Barker O. D. Weems, 2nd Asst. Chief Barker E. Perotka, Dough Guy Joseph C. Grant, Property Master B. Goldman, Canvassmen Rodney Collier, Frank Durkee, C. Elmer Nolte, E. Sherwood, B. Seaman L. Garman.

Chief Barker Hicks thanked the Barkers for their faith and confidence in him and told them that he had great plans in store for the coming year. At present the Board was working on the Annual Dance to be held Feb. 1, 1941 and the Preakness Ball which would be held the night of the Preakness.

The Tent has been represented in Florida. Barkers Flax, Morris (Radio) Shapiro and Young have just returned, all of them supporting a fine coat of tan. It is rumored that this tan was made possible through the aid of a sun lamp. Barkers Rappaport, Durkee and Pacy are now basking in the sunshine with Barker Mechanic packing a bag and will be on the way shortly.

Barker Kanour, critic on the *Sun*, is making ready to go to Miami for the world premiere of "Back Street."

NATIONAL VARIETY CONVENTION ATLANTIC CITY, N. J. TO BE HELD IN APRIL

Two or more new tents will be introduced at the national convention . . . let's give them a typical Variety welcome.

Are you planning some functions to raise the funds to send a record-breaking delegation to this convention?

National Variety must pledge over a half-million dollars for charity . . . this means every tent must do their individual parts to make this . . . or more . . . possible.

Have you notified James Balmer of your selections for convention delegates and their alternates?

Tent No. 20—Memphis

Initial 1941 Program Is Huge Success.

Many celebrities were among the guests present at the Ladies Day Luncheon held on Monday, Jan. 13th, including Bill Elliott, Columbia cowboy star; Nick Lucas, appearing at the Hotel Claridge, and also the chorus of the Ice Carnival appearing at Hotel Peabody. Every exchange on film row was represented at the record breaking affair, which was the inaugural program for the 1941 season. Chief Barker M. A. Lightman presented Bill Elliott with an application for membership which was accepted making him a full-fledged member of Tent 20. Homer Hisey of Vitagraph was appointed general chairman for the monthly luncheons. Congratulations are extended to Hisey and Harry Martin who helped in this swell program.

Tent No. 21—Atlanta

1941 Installation to Be Club's Biggest.

Barkers of Tent 21 are getting all primed up for the greatest event ever staged by the Atlanta club: the installation of officers for 1941 which will occur at a gala banquet to be held in the Dixie Ballroom of the Henry Grady Hotel on February 1st, at 7:30, at which time the featured event will be the personal appearance of Deanna Durbin, the Universal star, who will stop over in Atlanta enroute from the President's Birthday Ball in Washington to Hollywood. Her representatives have positively accepted the date for the star and she will be present as the special guest of honor on this occasion.

The Board of Directors of the club are now hard at work on plans for the banquet which will bring together with Variety Club members, some of the city and state's leading citizens who probably for the first time will get to know what Variety is all about and what it stands for.

In addition to the Barkers, both resident and non-resident and distinguished guests who are being invited, the club officials have stated that an additional 100 persons can be accompanied at this banquet. All reservations for tickets must clear through Willis J. Davis who can be reached at the Fox Theatre Building in Atlanta. Tickets for Barkers and their wives or sweethearts will cost $1.50 each while any additional tickets required will cost $5.00 each. It was explained by Chief Barker Jenkins that all reservations for the $5.00 tickets must come directly through a club member. Thus if any outsider, other than those invited, desires to attend this banquet, they must make application for reservations through either a resident or non-resident member of the club.

National officers of Variety are expected to be present for this occasion.

Tent No.22—Oklahoma City

Barkers Visit Gov. Phillips.

Barker Morris Loewenstine, Barker C. B. (Brownie) Akers and about ten Oklahoma theatre managers, filed into Governor Leon C. Phillips office Thursday afternoon. They went in with long faces, but came out laughing, which makes it not a bad guess that the amusement tax now pending before the Oklahoma Legislature may not prove to be exorbitant or excessive.

Tent No. 23—Boston

New Officers to Be Installed.

Chief Barker Marty Mullins will be installed in office this week along with Al Kane, branch manager for Paramount, as first assistant. Other new officers to be installed are Ted Fleisher, Interstate booker, as second assistant; E. Harold Stoneman, also from Interstate, as Dough Guy, and William Erb, Paramount district manager, as Property Master. A handsome hand painted scroll, containing the names of all club members, will be presented to former Chief Barker Steve Broidy, who recently resigned to take up his new duties as Monogram Sales Manager.

Tent No. 24—Charlotte

Crew Meets to Approve Club Quarters.

A meeting of the Crew was held at the Charlotte Hotel for the purpose of approving the progress of the Club Quarters Committee to date: the signing of a lease and the conversion of the space into proper club quarters. Plans indicate that when the clubroom is completed all the barkers will be pleasantly surprised. The quarters should be ready for occupancy about March 1.

Judge Frank Sims Jr. has been appointed Fixer and member of Tent 24.

At a meeting of the charter membership Chief Barker H. H. Everett introduced Judge Sims and Alton Bland, an associate member.

Application for incorporation in the state of North Carolina has been filed and should be received this week.

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

With the signing of Victor Jory for the "heavy" role, casting was completed for Harry Sherman's current Hopalong Cassidy picture, "Men of Action." Jory joins a cast which includes William Boyd, Russell Hayden, Andy Clyde, Evelyn Brent, Bob Kortman and the new Sherman discovery, 15-year-old Bernice Kay.

Principals of Columbia's "They Dare Not Love," including George Brent, Martha Scott and Paul Lukas, reported at the studio ranch for key scenes on a huge luxury liner and New York dock sets. James Whale is directing.

Ricardo Cortez returns to Warner Bros. after an absence of four years to play one of the featured roles in "No Hard Feelings." Regis Toomey, Don Douglas, Maris Wrixon and William Lundigan round out the cast. Direction has been assigned to William McGann.

Staging a quick recovery from his recent illness, George Murphy reports back to RKO this week to begin rehearsals of dances for his co-starring role in "Tom, Dick and Harry," opposite Ginger Rogers. Murphy will be Miss Rogers' first dancing partner since her last film with Fred Astaire.

Irene Hervey checked in at Universal for her role in "Mr. Dynamite," in which she appears with Lloyd Nolan, under the direction of John Rawlins. Miss Hervey will join her husband, Allan Jones, in the East upon completion of the picture.

Gene Autry's next starring vehicle for Republic will be "Song at Twilight," set to go before the cameras this week with Lew Landers directing. Smiley Burnette will have the top comedy role in the picture.

William Edmunds, Bess Flowers and Tommy Ryan have been signed for supporting spots in "A Very Young Lady" at 20th Century-Fox. The picture stars Jane Withers with Nancy Kelly, John Sutton, Richard Clayton, Janet Beecher and June Carlson.

Producer Jack Votion has purchased "Race Crazy," an original by Charles Glaff, for his next Lum and Abner feature. Filming is slated for mid-February.

Shooting started at RKO on "Sunny," marking Herbert Wilcox's 300th picture since starting in the industry in 1918. The cast includes Anna Neagle, John Carroll, Edward Everett Horton, Frieda Inescourt, and Paul and Grace Hartman.

Nelson Eddy's next vehicle at MGM has been announced as the famous, old Oscar Strauss operetta, "The Chocolate Soldier," which starts as soon as he returns from his concert tour. Rise Stevens, young Metropolitan opera star, debuts in the lead with him.

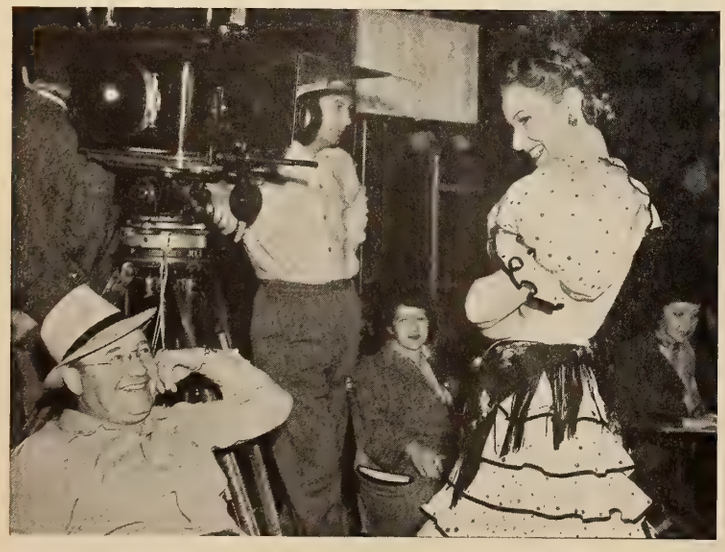
Director Fritz Lang has returned from a short vacation to start preparation on "Man Hunt," his next assignment at 20th-Fox.

Monogram's "Air Devils," featuring the East Side Kids and Joan Barclay, went before the cameras under the direction of William West.

Director Joseph Santley gave the "go" signal to Republic's top-budget feature, "Sis Hopkins," with an all-star cast headed by Judy Canova, Jerry Colonna, Susan Hayward, and Bob Crosby and his band.

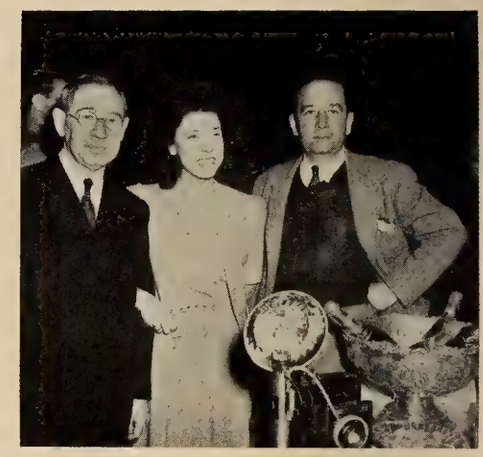
Little Joan Carroll, brilliant eight-year-old actress now on Broadway in the successful "Panama Hattie," will step into an important feature role in RKO's forthcoming production, "Obliging Young Lady."

Nils Asther returns to the American screen for the first time since 1934, for Universal's "The Man Who Lost Himself." Others in the cast are Brian Aherne, Kay Francis, Henry Stephenson, S. Z. Sakall, Charles Ray and Gertrude Astor. Edward Ludwig is directing.



Pleasantry on the Set

Director Leslie Goodwins and Maureen O'Hara are pictured on the "They Met in Argentina" set at RKO Radio. Miss O'Hara and James Ellison are teamed as the romantic leads in the major filmusical produced by Lou Brock.



Celebrating the Start

Left to right are Robert North, producer of "Sis Hopkins" for Republic, Judy Canova, star of the picture and Joseph Santley, director, photographed as they celebrated the start of the picture last week-end.

Billy Gilbert Gets Two

Edward H. Griffith has signed Billy Gilbert for a comedy role in "One Night in Lisbon," which he is producing and directing for Paramount with Madeleine Carroll and Fred MacMurray starred. Immediately after Griffith finishes with Gilbert, he goes over to Reinhold Schunzel for "New Wine," starring Ilona Massey for United Artists release.

Warners Prep "Flight Patrol"

"The Flight Patrol," a story of the R. A. F., has been set as one of Warner Bros. top productions with Dennis Morgan and Humphrey Bogart as the male leads. The picture is scheduled to roll February 15, with Lothar Mendes directing.

Basserman at MGM

Albert Basserman has been signed for an important role in the Joan Crawford starrer at MGM, "A Woman's Face," currently before the cameras under the direction of George Cukor. He joins a cast which includes Melvyn Douglas, Conrad Veidt, Marjorie Main, Donald Meek and Edward Ashley.

6 Before Cameras at Universal

With the start of "Mr. Dynamite," Universal has six pictures before the cameras. The others include "Nice Girl," starring Deanna Durbin; "The Flame of New Orleans," starring Marlene Dietrich; the Loretta Young starrer, "The Lady from Cheyenne"; "The Man Who Lost Himself" and "Model Wife."

O'Keefe Signed for "Rich"

Dennis O'Keefe will have the male lead in Republic's "You'll Never Get Rich," formerly called "Rookies Roost," which Al Cohen will produce.

HOLLYWOOD STUDIO ROUND-UP

Ten new pictures were given the "go ahead" signal this week:

COLUMBIA

A GIRL'S BEST FRIEND—Principals: Franchot Tone, Joan Bennett. Director, Richard Wallace.

METRO-GOLDWYN-MAYER

A WOMAN'S FACE—Principals: Joan Crawford, Melvyn Douglas, Conrad Veidt, Marjorie Main. Director, George Cukor.

MONOGRAM

AIR DEVILS—Principals: East Side Kids, Joan Barclay. Director, William West.

PARAMOUNT

KISS THE BOYS GOODBYE—Principals: Don Ameche, Mary Martin, Oscar Levant, Eddie Anderson. Director, Victor Schertzinger.

REPUBLIC

SIS HOPKINS—Principals: Judy Canova, Jerry Colonna, Susan Hayward, Bob Crosby and his band. Director, Joseph Santley.

GREAT TRAIN ROBBERY—Principals: Bob Steele, Claire Carleton. Producer-Director, Joseph Kane.

SONG AT TWILIGHT—Principals: Gene Autry, Smiley Burnette. Director, Lew Landers.

UNITED ARTISTS

NEW WINE (Gloria)—Principals: Ilona Massey, Binnie Barnes, Alan Curtis, Billy Gilbert. Director, Reinhold Schunzel.

UNIVERSAL

MISTER DYNAMITE—Principals: Lloyd Nolan, Irene Hervey, J. Carroll Naish. Director, John Rawlins.

WARNER BROTHERS

NO HARD FEELINGS—Principals: Ricardo Cortez, William Lundigan, Maris Wrixon. Director, William McGann.

"Gift of the Magi" by O. Henry Purchased by 20th Cent.-Fox

"The Gift of the Magi," often considered the best work of America's genius of the short story, O. Henry, has been purchased from the O. Henry estate by 20th Century-Fox for the 1941-42 program.

Jo Swerling, who recently completed "Blood and Sand," current Tyrone Power starrer, has been signed to write the screenplay under the supervision of Associate Producer Robert T. Kane. Actually, "The Gift of the Magi," a short story, will be the basis for the picture. It will provide the famous O. Henry snap ending for an original plot to be devised by Swerling and Kane.

Directorial assignment and cast will be announced within the next two weeks.

Real London Air Raid Used As Sound Track in Film

Through the bravery of a group of "unsung" heroes, the actual sound of a real air raid in London will be heard in Paramount's "One Night in Lisbon." Director Edward H. Griffith wanted authentic noises for the opening scenes in the picture, which find Madeleine Carroll and Fred MacMurray hurrying into an air-raid shelter.

Loren Ryder, head of the studio's sound department, relayed the request to Paramount's London office, and received a cable that the sound-track had been made with great personal danger to the men. On it are registered the eerie wail of the air-raid alarm, the thunder of motors of German bombing planes, the roar of anti-aircraft fire, and, finally, the "all-clear" call.

Griffith, highly pleased with the news, protested that if he had thought that the sound engineers were going to risk their lives to get the effects, he never would have made the request.

"Battle of Britain" Rowland's Next

Richard A. Rowland has announced "The Battle of Britain" as his next production for United Artists. Mary Anderson and Rosemary De Camp, who impressed Rowland with their work in "Cheers for Miss Bishop," will have important roles in the new picture. The story will be highlighted by the greatest exploit of the war, the rescue from Dunkirk. Both actresses were signed by Rowland to a one picture a year contract.

Range Busters Incorporated

The name of Phoenix Productions Incorporated has been changed to Range Busters Incorporated, it was announced by George W. Weeks, president of the company. Weeks also announced that eight more films are now being planned for release during the 1941-42 season by Monogram. The series stars Ray Corrigan, John King and Max Terhune.

Buell's "Emergency Landing"

"Emergency Landing" will be Jed Buell's next for Producers, scheduled to go before the cameras early next month with William Beaudine directing.

Helen Mack Replaces Marsha Hunt

Helen Mack has been signed by Producers William Pine and William Thomas to replace Marsha Hunt in "Power Dive," their first picture for Paramount starring Richard Arlen. They relinquished the commitment on Miss Hunt so that she could accept a long term contract at MGM.

The Gang's All Here



Rochelle Hudson and Chester Morris completely surrounded by freaks used in Columbia's "Meet Boston Blackie," first in a series of melodramas projected by the studio. The gentleman at upper right is Director Robert Florey.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Over to Paramount for a visit with neighbor Bob Hope on the set of "Caught in the Draft," and if the rest of the script is as funny as the sequence we watched Director Dave Butler shoot, it should be a honey.

Orchids to Director Alfred Hitchcock for making an interesting picture out of "Mr. and Mrs. Smith" . . . a story as old as the title, and done for the hundredth time. The Hitchcock touch, in our humble opinion, was the only redeeming feature of the film.

The "Devil" is sure getting a play in Hollywood this year. Sam Wood is busy with "The Devil and Miss Jones" and "The Devil and Daniel Webster" is scheduled for early shooting. Looks like "Old Red-pants" is in for a busy season.

The first scene shot on Republic's new $250,000 sound stage was a hillbilly farm for Judy Canova's "Sis Hopkins," a dilapidated, shabby set, with the newest prop on it being a 30-year old plow . . . a funny use for what is considered the last word in engineering genius. As the blurbers say, "It's all for art."

Warner Bros. have lined up an excellent trio in Jack Oakie, Eddie Albert and Jack Haley for "Navy Blues" . . . and the result should be very interesting.

Jimmie Roosevelt threw a luncheon for the press the other day so that they could get a first-hand gander of Paulette Goddard in some spectacular dance sequences for his first United Artists production, "Pot O' Gold." P.S. The grub was good, but Paulette doing the rhumba was well worth the trip. Some gal!!!

We wonder how they figure it out. A young director working for a Valley lot turned in three of the studio's top money-makers last year, and when his option came up, he was dropped. On the other hand . . . the man who made most of the flops was re-signed. Must be the typical Hollywood way of doing business.

Advance Dope

Dates Shown Are Release Dates

This department is primarily intended to convey important information regarding product on which no press book or ad material are available. Showmen who run pictures pre-release will find it a valuable source. Listings will appear but once.

SHE STAYED KISSED

Warner Brothers **Comedy** **Feb. 15**

Selling Names: Dennis Morgan, Jane Wyatt, Shirley Ross, Lee Patrick.
Director: Lewis Seiler.
Assoc. Producer: Harlan Thompson.
Story Idea: Dennis Morgan marries Shirley Ross and right after the ceremony is kidnapped by an old girl-friend and beaten up by a toughie and left for dead. Shirley mourns his loss, while Morgan, a victim of amnesia, starts for the south because he finds Jane Wyatt's (Shirley's cousin) name and address in his coat pocket. After a time he marries Jane and they are very happy until they go to Shirley's wedding. At Shirley's home Morgan is restored, but Jane, whom he doesn't recognize, bops him on the head and gets her husband back.
Catchline: "He found himself attending his wife's wedding with a new bride."

ROAD TO RIO (Technicolor)

20th Century-Fox **Drama** **Not Set**

Selling Names: Alice Faye, Don Ameche, Carmen Miranda, S. Z. Sakall, J. Carrol Naish, Curt Bois.
Director: Irving Cummings.
Assoc. Producer: Fred Kohlmar.
Story Idea: Don Ameche, an American and Carmen Miranda, are the featured entertainers at a casino in Rio de Janeiro. Ameche does a take-off on a famed Rio blade, the Baron Duarte (also Ameche). When the Baron leaves on a secret business mission, his associates hire Ameche to impersonate him, only letting Alice Faye, his wife, in on the deception. When the Baron returns, he finds that Ameche, in his ignorance of business affairs, has made him a fortune and proven to him, that his wife, Alice, is in love with none but the Baron.
Catchline: "Gay romance with a grass 'widow' whose husband returned mysteriously changed."

BLONDE INSPIRATION

MGM **Drama** **Feb. 6**

Selling Names: John Shelton, Virginia Grey, Albert Dekker, Donald Meek.
Director: Busby Berkeley.
Producer: B. P. Fineman.
Story Idea: John Shelton, a young writer, sets out to sell his works to a publisher. He tries to persuade Albert Dekker, publisher of a pulp magazine to read his great saga of the West, but is refused. When Dekker's only writer, Donald Meek, disappears, Shelton finally gets his chance. Through the efforts of Virginia Grey, Dekker's secretary, Shelton's story appears under his own name instead of Meek's, as ordered by the publisher. Then Virginia and Shelton confess their love for each other.
Catchline: "Love taught him how to really fight."

THE BAD MAN

MGM **Drama** **Feb. 13**

Selling Names: Wallace Beery, Lionel Barrymore, Laraine Day, Ronald Reagan.
Director: Richard Thorpe.
Producer: J. Walter Ruben.
Story Idea: Ronald Reagan and his uncle, Lionel Barrymore, operate a ranch in Arizona, where Wallace Beery and his bandits steal their cattle. Morgan Conway, an Eastern business man and his wife, Laraine Day, arrive. During their stay Beery again invades the premises, but this time he suddenly discovers that Reagan is the man who saved his life six years before, so he hails him as his friend. By skillful questioning Beery learns that Reagan is in love with Laraine, so he proceeds to straighten everything out.
Catchline: "A man who 'weel keel' for his woman."

RIDE ON, VAQUERO

20th Century-Fox **Drama** **April 18**

Selling Names: Cesar Romero, Mary Beth Hughes, Lynne Roberts, Chris-Pin Martin, Paul Sutton.
Director: Herbert I. Leeds.
Exec. Producer: Sol M. Wurtzel.
Story Idea: Cesar Romero and his pal, Chris-Pin Martin, are asked to help apprehend a kidnap ring. Romero rides to Robert Lowery's ranch, where he discovers that he is the latest victim. Resolved to save Lowery, he courts death by hiding in a covered wagon when the ransom money is delivered. In this way he follows the kidnappers and walks right into the bank when the ransom money is put in the safe. It takes a little assistance on Mary Beth Hughes' part to help them throw the crooks in jail.
Catchline: "The Cisco Kid handles a strange proposition."

PIRATES ON HORSEBACK

Paramount **Western** **Not Set**

Selling Names: William Boyd, Russell Hayden, Andy Clyde, Eleanor Stewart, Morris Ankrum.
Director: Lesley Selander.
Producer: Harry Sherman.
Story Idea: William Boyd and his sidekick, Russell Hayden, arrive in a mining town in the late eighteen hundreds, to help Eleanor Stewart protect her rich gold mine from unprincipled men who have moved in to take possession. Boyd foils the headman, Morris Ankrum, after Ankrum had locked him in a hideout shack and Ankrum ends up with a bullet through his head.
Catchline: "Courted death to break up an unprincipled mob."

SLEEPERS WEST

20th Century-Fox **Mystery** **Not Set**

Selling Names: Lloyd Nolan, Lynn Bari, Mary Beth Hughes, Louis Jean Heydt, Edward Brophy, Don Costello.
Director: Eugene Forde.
Exec. Producer: Sol M. Wurtzel.
Story Idea: Lloyd Nolan, private detective, is headed for San Francisco with Mary Beth Hughes, key witness in a murder trial. On the same train is Lynn Bari, a newspaper reporter. Also on board are Louis Jean Heydt, small town business man, and Don Costello, gangster. Costello is to stop Mary from testifying, as the real murderer is the son of Costello's boss. There's a train wreck and Lynn helps Nolan get Mary to the trial in time to free the innocent man being tried.
Catchline: "Murder aboard a speeding express train."

RAGE IN HEAVEN

MGM **Mystery** **April 4**

Selling Names: Robert Montgomery, Ingrid Bergman, George Sanders, Lucille Watson.
Director: W. S. Van Dyke.
Producer: Gottfried Reinhardt.
Story Idea: Robert Montgomery, a wealthy intelligent man, but a weakling, brings home an old college chum, George Sanders. His mother, Lucille Watson, introduces them to Ingrid Bergman. Ingrid marries Montgomery, in spite of the fact that she and Sanders are in love with each other. Montgomery is found stabbed and Sanders is held for the crime until Lucille finds a diary in which Montgomery reveals the whole plot of his suicide.
Catchline: "A dead man's vengeance."

OBEY THE LAW

We quote from the law: "Section 1700 of the Internal Revenue Code (amended by section 211 of the Revenue Act of 1940), which imposes a tax on admission charges if the amount paid for admission is 21 cents or more, provides that in the case of persons (except bona fide employees, municipal officers on official business and children under 12 years of age) admitted free or at reduced rates to a place at a time when and under circumstances under which an admission charge is made to other persons, an equivalent tax shall be collected based on the price so charged to such other persons for the same or similar accommodations."

It has been consistently held by the Bureau of Internal Revenue that students or other persons 12 years of age and over admitted to moving picture theatres at reduced rates must pay a tax based on the established price of admission to other persons for the same or similar accommodations. It is held that the setting aside of a separate section for the students admitted at reduced rates will not relieve the persons admitted from liability for the tax nor the proprietor of the theatre from liability to collect the tax.

Apparently the only way in which this ruling can be set aside is through an Act of Congress. Write to your Senator and Representative immediately asking for an amendment to the act to permit the sale of student tickets at reduced rates.

Swell—If You've Unlimited Service

The "telephone gag" has been worked many ways, but the manner in which it was employed by Manager Al Blasko of the Parthenon Theatre, Hammond, Ind., is something to telephone your division manager about. Working in shifts, girls called every number in the directory, using this conversation: "Does 'The Sea Hawk' with Errol Flynn start Friday?" The person at the other end of the line usually answered, "What number are you calling?" And the girl would say, "Oh, I beg your pardon. Isn't this the Parthenon Theatre? Excuse it please."

Feature Booking Guide

STB

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE; b—BOX OFFICE SLANT.
Initial Before Release Indicates Audience Suitability: (F) Family. (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars		Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel			Reissued
Crooked Circle (C)	70	Zasu Pitts-Jimmy Gleason	(F)	9/15/40	Reissued
Everything Is Rhythm (Mu)	60	Harry Roy & Band		7/22/39	Not Rev.
Framed for Murder (D)		Wallace Ford-Fuzzy Knight		2/10/41	Not Rev.
Hell's Angels (D)	100	Lyon-Harlow-Hall		1/10/40	Reissued
Hell's Crossroads (D) (Former title "Our Daily Bread")		Tom Keene-John Qualen	(A)	8/2/40	Reissued
Monster Walks (My-D)	60	Mischa Auer		7/6/40	Reissued
Murder at the Baskervilles		Arthur Wontner		10/15/40	Not Rev.
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak			Reissued
Sky Devils (C-D)	88	Spencer Tracy		9/1/40	Reissued
Tumbleweeds (W)	86	William S. Hart		5/1/39	Reissued
U-67 (D)	60	Alan Hale-Claude Allister		8/1/39	Reissued
Vengeance of the Deep (D)	70	Lloyd Hughes	(F)	2/15/40	b3/2/40

COLUMBIA

Current 1939-40

Angels Over Broadway (D)	79	Doug. Fairbanks, Jr.-R. Hayworth	(A)	9/30/40	b10/12/40
Babies for Sale (D)	64	Rochelle Hudson-Glenn Ford	(A)	5/16/40	b5/18/40
Before I Hang (D)	63	Boris Karloff-Evelyn Keyes	(F)	9/17/40	b10/12/40
Behind the Maginot Line (D) (Reviewed as "Ten Days in Paris")	82	Rex Harrison-Karen Verne	(F)	4/30/40	b10/21/39
Blazing Six Shooters (W)	61	Charles Starrett-Iris Meredith	(F)	4/4/40	b3/16/40
Blondie Has Servant Trouble (C)	69	Penny Singleton-Arthur Lake	(F)	7/25/40	b7/27/40
Blondie on a Budget (C)	73	Penny Singleton-Arthur Lake	(F)	2/29/40	b3/2/40
Bullets for Rustlers (W)	58	Charles Starrett-Lorna Gray		3/5/40	a11/25/39
Convicted Woman (D)	66	Hudson-Lane-Lang	(A)	1/31/40	b3/2/40
Doctor Takes a Wife (C)	88	Loretta Young-Ray Milland	(A)	4/25/40	b4/27/40
Five Little Peppers at Home (D)	65	Edith Fellows-Clarence Kolb	(F)	2/8/40	b5/4/40
Five Little Peppers in Trouble (D)	64	Edith Fellows-Tommy Bond	(F)	9/1/40	b11/18/41
Girls of the Road (D)	61	Ann Dvorak-Helen Mack-L. Lane	(A)	6/20/40	b7/27/40
Glamour for Sale (D)	59	Anita Louise-Roger Pryor	(A)	9/27/40	b11/9/40
He Stayed for Breakfast (C)	89	Loretta Young-Melvyn Douglas	(A)	8/22/40	b8/10/40
His Girl Friday (C)	92	Grant-Russell-Bellamy	(A)	1/18/40	b1/6/40
Howards of Virginia (H-D)	117	Cary Grant-Martha Scott-Carlson	(F)	9/19/40	b8/31/40
I Married Adventure	78	Travelogue Feature	(F)	7/24/40	b8/3/40
Island of Doomed Men (D)	67	Peter Lorre-Rochelle Hudson	(A)	5/20/40	b6/8/40
Lady in Question (D)	81	Brian Aherne-Rita Hayworth	(A)	8/7/40	b8/10/40
Lone Wolf Meets a Lady (My)	71	Warren William-Jean Muir	(F)	5/30/40	b5/18/40
Lone Wolf Strikes (My-D)	66	Warren William-Joan Perry	(A)	1/26/40	b1/27/40
Mad Men of Europe (D)	72	Edmund Gwenn-Mary Maguire	(F)	6/3/40	b5/25/40
Man from Tumbleweeds (W)	59	Bill Elliott-Iris Meredith		5/2/40	a5/25/40
Man with Nine Lives (D)	73	Boris Karloff-Jo Ann Sayers	(A)	4/18/40	b4/20/40
Men Without Souls (D)	62	John Litel-Rochelle Hudson	(A)	3/14/40	b5/18/40
Military Academy (D)	66	Tommy Kelly-Bobby Jordan	(F)	7/18/40	b7/20/40
Music in My Heart (Mu-C)	70	Tony Martin-Rita Hayworth	(F)	1/10/40	b12/30/39
Outside the 3-Mile Limit (D)	65	Jack Holt-Irene Ware	(F)	3/7/40	b2/17/40
Out West with the Peppers (D)	62	Edith Fellows-Dorothy Peterson	(F)	6/30/40	b7/20/40
Passport to Alcatraz (D)	60	Jack Holt-Cecelia Callejo	(A)	6/6/40	b5/25/40
Pioneers of the Frontier (W)	58	Bill Elliott-Linda Winters	(F)	2/1/40	b2/24/40
Return of Wild Bill (W)	60	Bill Elliott-Iris Meredith	(F)	6/27/40	b7/13/40
Secret Seven (D)	62	Bruce Bennett-Florence Rice	(F)	8/15/40	b8/17/40
Texas Stagecoach (W)	59	Chas. Starrett-Iris Meredith	(F)	5/23/40	b3/30/40
Too Many Husbands (C)	84	Arthur-MacMurray-Douglas	(A)	3/21/40	b3/9/40
Twenty-one Days Together (D) (Reviewed as "Three Weeks Together")	72	Vivien Leigh-Laurence Olivier	(A)	5/16/40	b4/6/40
Two-Fisted Rangers (W)	62	Chas. Starrett-Iris Meredith	(F)	1/4/40	b1/13/40

Current 1940-41

Arizona (D)	128	Jean Arthur-Holden-William	(A)	12/25/40	b11/23/40
Beyond the Sacramento (W) (Former title "Ghost Guns")	57	Bill Elliott-Evelyn Keyes		11/14/40	a9/14/40
Blondie Plays Cupid (C)	68	Penny Singleton-Arthur Lake	(F)	10/31/40	b11/2/40
Durango Kid (W)	60	Chas. Starrett-Luana Walters	(F)	8/15/40	b8/31/40
Ellery Queen, Master Detective (My-D)	68	Ralph Bellamy-Margaret Lindsay	(F)	11/30/40	b11/30/40
Escape to Glory (C-D)	74	Constance Bennett-Pat O'Brien	(A)	11/28/40	b11/23/40
Face Behind the Mask (D)		Peter Lorre-Evelyn Keyes		1/16/41	a12/21/40
Fugitive from a Prison Camp (D)	59	Jack Holt-Marian Marsh	(F)	9/5/40	b8/10/40
Girls Under 21	64	Paul Kelly-Rochelle Hudson	(F)	10/24/40	b11/16/40
Great Plane Robbery (D)	53	Jack Holt-Vicki Lester	(A)	12/9/40	b11/23/40
Lone Wolf Keeps a Date (C-D)	64	Warren William-Frances Robinson	(A)	11/23/40	b11/23/40
Nobody's Children (D)	65	Edith Fellows-Lois Wilson	(F)	10/17/40	b1/25/41
Phantom Submarine (D)	70	Anita Louise-Bruce Bennett		12/20/40	a11/9/40
Pinto Kid (W)	61	Charles Starrett-Louise Currie		1/9/41	a7/13/40
Prairie Schooners (W)	58	Bill Elliott-Evelyn Young	(F)	9/30/40	b11/9/40
So You Won't Talk? (C)	69	Joe E. Brown-Frances Robinson	(F)	10/3/40	b9/28/40
This Thing Called Love (C)	95	Melvyn Douglas-Rosalind Russell	(A)	12/2/41	b12/28/40
Thundering Frontier (W)	57	Charles Starrett-Iris Meredith	(F)	12/5/40	b9/21/40
West of Abilene (W)	58	Charles Starrett-Marjorie Cooley	(F)	10/21/40	b7/20/40
Wildcat of Tucson (W)	59	Bill Elliott-Evelyn Young		12/31/40	a10/26/40

Coming 1940-41

Adam Had Four Sons (D) (Former title "Legacy")		Warner Baxter-Ingrid Bergman		2/6/41	a11/9/40
Across the Sierras (W)		Bill Elliott-Luana Walters		2/13/41	a11/16/40
Blondie Goes Latin (C)		Penny Singleton-Arthur Lake		2/27/41	a12/14/40
Devil Commands		Boris Karloff-Amanda Duff		2/3/41	a12/14/40
Fight for Life (Doc)	69	Myron McCormick-Storrs Haynes	(A)		b6/22/40
Girl's Best Friend		Franchot Tone-Joan Bennett			In Prod.
Great Swindle (D) (Former title "Tampered Evidence")		Jack Holt-Marjorie Reynolds			a6/29/40
Lone Wolf Takes a Chance (My)		Warren William-June Storey			a1/11/41
Meet Boston Blackie (D) (Former title "Return of Boston Blackie")		Chester Morris-Rochelle Hudson		2/20/41	a1/11/41
Outlaws of the Panhandle (W)	59	Chas. Starrett-Frances Robinson		2/27/41	a8/31/40
Penny Serenade (C)		Irene Dunne-Cary Grant			a12/21/40
They Dare Not Love (D)		Martha Scott-George Brent			In Prod.
Three Scratches (My)		Ralph Bellamy-Margaret Lindsay			In Prod.

DISNEY

Fantasia (FA)	150	Technicolor Cartoon	(F)		b11/16/40

MGM

Current 1939-40

And One Was Beautiful (D)	70	Jean Muir-Robert Cummings	(A)	4/5/40	b4/6/40
Andy Hardy Meets Debutante (C)	86	Mickey Rooney-Lewis Stone	(F)	7/5/40	b7/6/40
Boom Town (D)	120	Gable-Tracy-Lamarr-Colbert	(A)	8/30/40	b8/10/40
Broadway Melody of 1940 (D)	100	Powell-Astaire-Murphy	(F)	2/9/40	b2/10/40
Captain Is a Lady (C)	65	Coburn-Billie Burke-B. Bondi	(F)	6/21/40	b6/29/40
Congo Maisie (C-D)	70	Sothern-Carroll-Johnson	(F)	1/19/40	b1/20/40
Dr. Kildare's Strange Case (D)	76	Lionel Barrymore-Lew Ayres	(F)	4/12/40	b4/6/40
Earl of Chicago (C-D)	87	Montgomery-Owen-Arnold	(A)	1/5/40	b1/6/40
Edison the Man (D)	107	Spencer Tracy-Rita Johnson	(F)	5/10/40	b5/25/40
Florian (D)	93	Robert Young-Helen Gilbert	(F)	3/29/40	b3/30/40
Forty Little Mothers (C)	90	Eddie Cantor-Rita Johnson	(F)	4/26/40	b4/20/40
Ghost Comes Home (C)	78	Frank Morgan-Billie Burke	(F)	3/8/40	b3/2/40
Golden Fleecing (C-D)	70	Rita Johnson-Lew Ayres	(F)	8/16/40	b8/24/40
Gold Rush Maisie (C)	82	Ann Sothern-Lee Bowman	(F)	7/26/40	b8/3/40

MGM

Current 1939-40 (Cont.)

I Love You Again (C)	99	Wm. Powell-Myrna Loy	(A)	8/9/40	b8/10/40
I Take This Woman (D)	97	Spencer Tracy-Hedy Lamarr	(A)	2/1/40	b2/3/40
Lambeth Walk (C)	66	Lupino Lane-Sally Gray	(F)	1/26/40	b1/27/40
Man from Dakota (D)	75	Wallace Beery-Dolores Del Rio	(A)	2/16/40	b2/24/40
Mortal Storm (D)	100	Margaret Sullavan-Jas. Stewart	(F)	6/14/40	b6/15/40
New Moon (D)	102	Jeanette MacDonald-Nelson Eddy	(F)	6/28/40	b6/15/40
Northwest Passage (D)	126	Tracy-Young-Brennan (Tech.)	(A)	2/23/40	b2/10/40
Phantom Raiders (My)	70	Walter Pidgeon-Florence Rice	(F)	5/31/40	b6/1/40
Pride and Prejudice (C-D)	117	Greer Garson-L. Olivier	(F)	8/2/40	b7/13/40
Shop Around the Corner (C)	100	Margaret Sullavan-J. Stewart	(A)	1/12/40	b1/6/40
Sporting Blood (D)	82	R. Young-M. O'Sullivan-L. Stone	(F)	7/12/40	b7/13/40
Strange Cargo (D)	113	Gable-Crawford-Hunter	(A)	3/1/40	b3/2/40
Susan and God (D)	117	Joan Crawford-Fredric March	(A)	6/7/40	b6/8/40
20 Mule Team (D)	84	Wallace Beery-Leo Carrillo	(F)	5/3/40	b5/4/40
Two Girls on Boadway (Mu-D)	73	Turner-Murphy-Blondell	(F)	4/19/40	b4/27/40
Waterloo Bridge (D)	107	Vivien Leigh-Robert Taylor	(A)	5/17/40	b5/18/40
We Who Are Young (D)	78	Lana Turner-John Shelton	(A)	7/19/40	b7/20/40
Young Tom Edison (D)	84	Mickey Rooney-Virginia Weidler	(F)	3/15/40	b2/17/40

Current 1940-41

Bittersweet (Tech.) (Mu)	94	Jeanette MacDonald-Nelson Eddy	(F)	11/8/40	b11/16/40
Comrade X (C)	88	Clark Gable-Hedy Lamarr	(A)	12/13/40	b12/7/40
Dr. Kildare Goes Home (D)	80	Barrymore-Ayres-Day	(F)	9/6/40	b9/7/40
Dr. Kildare's Crisis (D)	74	L. Barrymore-Ayres-Rob't Young	(F)	11/29/40	b12/7/40
Dulcy (C)	73	A. Sothern-Ian Hunter-B. Burke	(F)	10/4/40	b10/5/40
Escape (D)	104	Norma Shearer-Robert Taylor	(A)	11/1/40	b11/2/40
Flight Command (D)	115	Robt. Taylor-Ruth Hussey	(F)	1/3/41	b12/21/40
Gallant Sons (My-D)	76	Jackie Cooper-Gene Reynolds	(F)	11/15/40	b11/16/40
Gone With the Wind (D)	228	Gable-Leigh-Howard (Tech.)	(F)	1/17/41	b12/16/39
Go West (C)	82	Marx Brothers	(F)	12/6/40	b12/14/40
Haunted Honeymoon (C-D)	82	Robt. Montgomery-C. Cummings	(A)	9/20/40	b8/31/40
Hullabaloo (C)	77	Frank Morgan-Billie Burke	(F)	10/25/40	b11/2/40
Keeping Company (D)	78	John Shelton-Ann Rutherford	(F)	12/20/40	b1/4/41
Land of Liberty (Doc)	98	Special Subject		1/24/41	b11/1/41
Little Nellie Kelly (Mu-C)	98	Judy Garland-Geo. Murphy	(F)	11/22/40	b11/16/40
Maisie Was a Lady (C)	79	Ann Sothern-Maureen O'Sullivan	(A)	1/10/41	b11/1/41
Philadelphia Story (C)	110	Katharine Hepburn-James Stewart	(A)	1/17/41	b11/30/40
Sky Murder (My)	72	Walter Pidgeon-Donald Meek	(F)	9/27/40	b9/28/40
Strike up the Band (Mu-C)	120	Mickey Rooney-Judy Garland	(F)	9/27/40	b9/21/40
Third Finger, Left Hand (C)	96	Myrna Loy-Melvyn Douglas	(A)	10/11/40	b10/12/40
Wild Man of Borneo (C)		Frank Morgan-Billie Burke		1/24/41	a11/23/40
Wyoming (C-D)	87	Wallace Beery-Marjorie Main	(A)	9/13/40	b9/14/40

Coming 1940-41

Andy Hardy's Private Secretary (C)	Mickey Rooney-Lewis Stone	2/28/41	In Prod.
Bad Man (D)	Wallace Beery-Lionel Barrymore	2/13/41	a1/25/41
Billy the Kid (Tech.)	Rob't Taylor-Maureen O'Sullivan		In Prod
Blonde Inspiration	Shelton-Grey-Dekker-Nolan	2/6/41	a1/25/41
Come Live With Me (C-D)	James Stewart-Hedy Lamarr	(A) 1/31/41	a1/25/41
Crime of Mary Andrews (D)	Laraine Day-Robert Young	2/21/41	In Prod.
Free and Easy	Ruth Hussey-Robert Cummings		In Prod.
Men of Boys Town (D)	Spencer Tracy-Mickey Rooney		a1/18/41
Rage in Heaven (My)	Rob't Montgomery-Ingrid Bergman		a1/25/41
Roosty (D)	Lionel Barrymore-Edw. Arnold		In Prod.
Woman's Face	Joan Crawford-Melvyn Douglas		In Prod.
Ziegfeld Girl (Mu)	Stewart-Garland-Lamarr-Martin		a1/18/41

MONOGRAM

Current 1939-40

Arizona Frontier (W)	55	Tex Ritter-Evelyn Finley	(F)	8/19/40	b8/31/40
Boys of the City (C-D)	63	East Side Kids	(F)	7/15/40	b7/20/40
Chasing Trouble (D)	64	F. Darro-Marjorie Reynolds	(F)	1/30/40	b2/3/40
Cheyenne Kid (W)	49	Jack Randall-Louise Stanley	(F)	2/24/40	b2/3/40
Covered Wagon Trails (W)	52	Jack Randall	(F)	4/10/40	b5/11/40
Cowboy from Sundown (W)	58	Tex Ritter	(F)	5/9/40	b5/11/40
Danger Ahead (D)	60	James Newill-Dorothea Kent	(F)	1/10/40	b7/6/40
Doomed to Die (My)	67	Boris Karloff-Marjorie Reynolds	(F)	8/5/40	b8/3/40
East Side Kids (D)	62	Ames-Moore-Bryant-Barnett	(F)	2/10/40	b2/24/40
Fatal Hour (My-D)	60	Boris Karloff-Marjorie Reynolds	(F)	1/15/40	b1/20/40
Golden Trail (W)	52	Tex Ritter	(F)	7/3/40	b7/6/40
Haunted House (D)	70	Marcia Mae Jones-Jackie Moran	(F)	7/22/40	b7/20/40
Hidden Enemy (D)	63	Warren Hull-Kay Linaker	(F)	1/20/40	b4/13/40
Human Monster (D)	73	Bela Lugosi	(F)	3/9/40	b3/9/40
Kid From Santa Fe (W)		Jack Randall		5/23/40	a4/27/40
Land of the Six Guns (W)	54	Jack Randall-Louise Stanley	(F)	5/2/40	b6/29/40
Last Alarm (D)	61	Warren Hull-Polly Ann Young	(F)	6/25/40	b7/6/40
Laughing at Danger (D)	62	Frankie Darro-Joy Hodges	(F)	8/12/40	b8/3/40
Midnight Limited (D)	61	John King-Marjorie Reynolds	(F)	3/20/40	b3/23/40
Missing People	69	Will Fyffe-Kay Walsh	(F)	8/19/40	b11/9/40
Murder on the Yukon (W)		James Newill-Polly Ann Young		2/17/40	a2/3/40
Mysterious Mr. Reeder	63	Will Fyffe	(A)	4/30/40	b5/4/40
On the Spot (D)	61	Frankie Darro-Mary Kornman	(F)	6/11/40	b6/8/40
Pals of the Silver Sage (W)	52	Tex Ritter-Sugar Dawn	(F)	4/20/40	b5/4/40
Pioneer Days (W)	51	Jack Randall-June Willkins	(F)	1/25/40	b2/10/40
Queen of the Yukon (D)	73	Chas. Bickford-Irene Rich	(F)	8/26/40	b9/14/40
Rainbow Over the Range (W)	59	Tex Ritter-Dorothy Fay	(F)	7/29/40	b8/3/40
Riders From Nowhere (W)	45	Jack Randall-Margaret Roach		6/6/40	a4/27/40
Rhythm of the Rio Grande (W)	53	Tex Ritter-Susan Dale	(F)	3/2/40	b4/27/40
Secret Four (D)	85	Sinclair-Lee-Lawton	(F)	1/15/40	b12/30/39
Sky Bandits (Former title "Phantom Pilot")		James Newill		4/15/40	a3/16/40
Son of the Navy (D)	72	James Dunn-Jean Parker	(F)	3/30/40	b4/6/40
Tomboy (D)	70	Marcia Mae Jones-Jackie Moran	(F)	4/20/40	b4/27/40
Torpedo Raider (D)	70	Barry Mackay	(F)	2/28/40	b5/25/40
Up In the Air (My-D)	61	Frankie Darro-Marjorie Reynolds	(F)	9/9/40	b9/14/40
Who Is Guilty? (D)	60	Ben Lyon	(F)	9/2/40	b9/7/40
Wild Horse Range (W)	53	Jack Randall	(F)	6/25/40	b6/22/40

Current 1940-41

Ape, The (D)	62	Boris Karloff	(F)	9/30/40	b10/26/40
Chamber of Horrors (D)	83	Leslie Banks-Gina Malo	(A)	12/20/40	b6/29/40
Dead Man's Shoes (My)		Leslie Banks-Wilfred Lawson		1/15/41	Not Rev.
Drums of the Desert (D)	64	Ralph Byrd-Lorna Grey	(F)	10/7/40	b10/12/40
Her First Romance (C-D)	77	Edith Fellows-Wilbur Evans	(F)	12/25/40	b12/28/40
Ol' Swimmin' Hole (D)	78	Marcia Mae Jones-J. Moran	(F)	10/21/40	b10/26/40
Orphans of the North (T)		Adventure film		7/29/40	Not Rev.
Outsider (D)	91	Geo. Saunders-Mary Maguire	(F)	9/15/40	b3/23/40
Phantom of Chinatown (My)	62	Keye Luke-Lotus Long	(F)	11/11/40	b11/23/40
Pride of the Bowery	63	Leo Gorcey-Bobby Jordan	(F)	12/15/40	b1/25/41
Range Busters (W)	56	Ray Corrigan-Max Terhune		8/22/40	b9/14/40
Rollin' Home to Texas (W)		Tex Ritter-Slim Andrews		12/30/40	a12/7/40
Take Me Back to Oklahoma (W)	84	Tex Ritter-Terry Walker	(F)	11/11/40	b11/30/40
That Gang of Mine (D)	62	Bobby Jordan-Leo Gorcey	(F)	9/23/40	b10/5/40
Trailin' Double Trouble (W)	58	Ray Corrigan-John King	(F)	10/7/40	b10/19/40
Trail of the Silver Spurs (W)		Corrigan-King-Terhune		1/5/41	a12/7/40
West of Pinto Basin (W)	56	Corrigan-King-Terhune	(F)	11/14/40	b12/7/40
You're Out of Luck (D)	62	Darro-Moreland	(F)	1/20/41	b1/18/41

Coming 1940-41

Air Devils (D)	East Side Kids-Joan Barclay	2/19/41	In Prod.
Kid's Last Ride (W) (Former title "Prairie Schooldays")	John King-Ray Corrigan		a1/11/41
Ridin' The Cherokee Trail (W)	Tex Ritter-Slim Andrews		In Prod.

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

PARAMOUNT

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Adventure in Diamonds (D)	72	Isa Miranda-George Brent	(A)	4/5/40	b1/27/40
Biscuit Eater (D)	79	Billie Lee-Cordell Hickman	(F)	5/24/40	b4/13/40
Buck Benny Rides Again (C)	85	Jack Benny-Virginia Dale	(F)	5/3/40	b4/13/40
Comin' Round the Mountain (C)	72	Bob Burns-Una Merkel	(F)	8/16/40	b8/17/40
Dr. Cyclops (Tech.) (D)	75	Albert Dekker-Janice Logan	(A)	4/12/40	b3/9/40
Emergency Squad (D)	60	William Henry-Louise Campbell	(F)	1/5/40	b1/13/40
Farmer's Daughter (C)	60	Martha Raye-Charlie Ruggles	(F)	3/29/40	b2/17/40
French Without Tears (C)	85	Ray Milland-Ellen Drew	(A)	4/26/40	b11/11/39
Geronimo (D)	88	Preston Foster-Ellen Drew	(F)	1/12/40	b11/25/39
Ghost Breakers (My-D)	78	Bob Hope-Paulette Goddard	(F)	6/21/40	b6/8/40
Golden Gloves (D)	68	Jean Cagney-Robert Ryan	(A)	8/2/40	b8/3/40
Great McGinty (D)	85	Brian Donlevy-Akim Tamiroff	(A)	8/23/40	b7/27/40
Hidden Gold (W)	61	Wm. Boyd-Russell Hayden	(F)	6/7/40	b5/18/40
Knights of the Range (W)	70	Russell Hayden-Jean Parker	(F)	2/23/40	b2/17/40
Light of the Western Stars (W)	65	Jory-Hayden-Sayers	(F)	4/19/40	b4/27/40
Light That Failed (D)	96	Ronald Colman-Ida Lupino	(A)	2/9/40	b12/23/39
Mystery Sea Raider (D)	77	Henry Wilcoxon-Carole Landis	(F)	8/9/40	b8/10/40
North West Mounted Police (D)	126	Cooper-Carroll-Goddard (Tech.)	(F)	12/27/40	b10/26/40
Opened by Mistake (C)	67	Charles Ruggles-Robert Paige	(F)	5/10/40	b5/11/40
Parole Fixer (D)	58	Rob't Paige-Wm. Henry	(A)	2/2/40	b2/10/40
Queen of the Mob (D)	60	Jean Cagney-Richard Denning	(A)	6/28/40	b6/29/40
Remember the Night (C-D)	92	B. Stanwyck-F. MacMurray	(A)	1/19/40	b1/13/40
Road to Singapore (C)	85	B. Crosby-D. Lameur-B. Hope	(F)	3/22/40	b2/24/40
Safari (D)	86	Madeleine Carroll-Fairbanks, Jr.	(F)	6/14/40	b6/8/40
Santa Fe Marshal (W)	69	Wm. Boyd-Russell Hayden	(F)	1/26/40	b1/13/40
Seventeen (C-D)	75	Jackie Cooper-Betty Field	(F)	3/1/40	b2/24/40
Showdown (W)	63	Wm. Boyd-J. Clayton-Hayden	(F)	3/8/40	b3/2/40
Sidewalks of London (D)	86	Chas. Laughton-Vivien Leigh	(F)	2/16/40	b2/3/40
Stagecoach War (W)	61	Wm. Boyd-Russell Hayden	(F)	7/12/40	b7/6/40
Those Were the Days (C)	75	Wm. Holden-Bonita Granville	(F)	5/31/40	b5/25/40
Typhoon (Tech.) (D)	71	Dorothy Lamour-Robert Preston	(F)	5/17/40	b5/4/40
Untamed (D) (Tech.)	82	Milland-Tamiroff-Morison	(A)	7/26/40	b6/29/40
Way of All Flesh (D)	84	Akim Tamiroff-William Henry	(A)	7/5/40	b6/1/40
Women Without Names (D)	63	Ellen Drew-Robt. Paige	(F)	3/15/40	b2/24/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Arise, My Love (D)	110	Claudette Colbert-Ray Milland	(A)	11/8/40	b10/19/40
Cherokee Strip (W)	86	Richard Dix-William Henry	(F)	10/11/40	b10/5/40
Christmas in July (D)	68	Dick Powell-Ellen Drew	(F)	10/25/40	b9/21/40
Dancing on a Dime (Mu-C)	73	Grace MacDonald-Robt. Paige	(F)	11/1/40	b10/12/40
Doomed Caravan (W)	60	Bill Boyd-Russell Hayden	(F)	1/10/41	b1/11/41
I Want a Divorce (D)	94	Dick Powell-Joan Blondell	(A)	9/20/40	b9/7/40
Life With Henry (C)	80	Jackie Cooper-Leila Ernst	(F)	1/24/41	b1/18/41
Love Thy Neighbor (C)	82	Jack Benny-Fred Allen	(F)	12/27/40	b12/21/40
Moon Over Burma (D)	82	D. Lamour-R. Preston-P. Foster	(A)	10/18/40	b10/19/40
Night at Earl Carroll's (My)	70	J. Carol Naish-E. Carroll Girls	(F)	12/6/40	b11/23/40
Quarterback (C-D)	72	Wayne Morris-Virginia Dale	(F)	10/4/40	b10/2/40
Rangers of Fortune (D)	80	MacMurray-Morison-Dekker	(F)	9/27/40	b9/14/40
Rhythm on the River (Mu)	90	Bing Crosby-Mary Martin	(F)	9/6/40	b8/24/40
Second Chorus (Mu)	88	Fred Astaire-Paulette Goddard	(F)	1/3/41	b11/30/40
Texas Rangers Ride Again (W)	67	J. Howard-Ellen Drew-M. Robson	(F)	12/13/40	b11/9/40
Three Men From Texas (W)	75	William Boyd-Russell Hayden	(F)	11/15/40	b9/14/40
Victory (D)	79	Fredric March-Betty Field	(A)	1/17/41	b12/21/40
World in Flames (Doc)	60	Newsreel Compilation	(A)	10/25/40	b10/19/40

Coming 1940-41

Title	Stars		Rel. Date	See Issue of
Border Vigilantes (W)	Bill Boyd-Russell Hayden			a1/11/41
Caught in the Draft (C)	Bob Hope-Dorothy Lamour		5/30/41	In Prod.
Hard Boiled Canary (Former title "There's Magic in Music")	Allan Jones-Susanna Foster		3/7/41	a8/10/40
In Old Colorado	Wm. Boyd-Russell Hayden		2/28/41	a11/23/40
I Wanted Wings (D)	Brian Donlevy-Ray Milland		4/25/41	a12/7/40
Kiss the Boys Goodbye	D. Ameche-M. Martin-O. Levant		7/18/41	In Prod.
Lady Eve (D)	Barbara Stanwyck-Henry Fonda		3/21/41	a11/23/40
Las Vegas Nights (Mu-C)	Phil Regan-Bert Wheeler-Dorsey		3/28/41	a1/18/41
Mad Doctor (D) (Former title "Destiny")	Basil Rathbone-Ellen Drew		2/14/41	a2/17/40
Men of Action (W)	William Boyd-Russell Hayden			In Prod.
Monster and the Girl (D) (Former title "DOA")	Ellen Drew-Onslow Stevens		5/16/41	a9/28/40
New York Town	Mary Martin-Fred MacMurray		3/7/41	a11/30/40
One Night in Lisbon (D)	Madeleine Carroll-Fred MacMurray		6/13/41	In Prod.
Pirates on Horseback (W)	Wm. Boyd-Russell Hayden			a1/25/41
Reaching for the Sun (D)	Joel McCrea-Ellen Drew		5/9/41	a11/2/40
Road to Zanzibar	Crosby-Lamour-Hope		4/11/41	a12/7/40
Round-Up (W)	Richard Dix-Patricia Morison		4/18/41	a10/26/40
Shepherd of the Hills (D)	John Wayne-Betty Field (Tech.)		8/15/41	a11/9/40
Virginia (Tech.) (D)	Madeleine Carroll-F. MacMurray	(F)	2/21/41	b1/18/41
You're the One (Mu)	Orrin Tucker-Bonnie Baker		2/7/41	a11/9/40

R.K.O.-RADIO

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Abe Lincoln In Illinois (D)	107	Raymond Massey-Ruth Gordon	(F)	4/19/40	b1/6/40
Anne of Windy Poplars (D)	89	Anne Shirley-James Ellison	(F)	6/28/40	b6/22/40
Beyond Tomorrow (D)	84	Richard Carlson-Jean Parker	(A)	5/10/40	b3/30/40
Bill of Divorcement (D)	73	Maureen O'Hara-Adolphe Menjou	(A)	5/31/40	b3/16/40
Bullet Code (W)	59	George O'Brien-Virginia Vale	(F)	4/12/40	b3/2/40
Courageous Dr. Christian (D)	67	Jean Hersholt-Dorothy Lovett	(F)	4/5/40	b3/23/40
Cross Country Romance (C)	66	Gene Raymond-Wendy Barrie	(F)	7/12/40	b6/29/40
Curtain Call (C)	61	Barbara Reed-John Archer	(F)	4/26/40	b4/13/40
Dance, Girl, Dance (D)	82	Maureen O'Hara-Louis Hayward	(A)	8/23/40	b8/31/40
Dr. Christian Meets the Women (D)	63	Jean Hersholt-Dorothy Lovett	(F)	7/5/40	b6/29/40
Irene (Mu-C) (Part Tech.)	101	Anna Neagle-Ray Milland	(F)	5/3/40	b4/20/40
Isle of Destiny (D)	83	Ford-Lang-Gargan	(F)	3/8/40	b3/2/40
Legion of the Lawless (W)	57	Geo. O'Brien-Virginia Vale	(F)	1/5/40	b11/25/39
Little Orvie (C)	66	Johnny Sheffield-Ernest Truex	(F)	3/1/40	b3/2/40
Lucky Partners (C)	101	Ginger Rogers-Ronald Colman	(A)	8/23/40	b8/17/40
Marines Fly High (D)	67	Richard Dix-Lucille Ball	(F)	2/2/40	b2/17/40
Mexican Spitfire (C)	65	Lupe Velez-Donald Woods	(F)	1/12/40	b12/16/39
Millionaire Playboy (C)	66	Joe Penner-Linda Hayes	(F)	3/15/40	b3/2/40
Millionaires in Prison (D)	62	Lee Tracy-Linda Hayes	(A)	7/26/40	b6/29/40
My Favorite Wife (C)	83	Dunne-Grant-Scott	(A)	5/17/40	b5/4/40
One Crowded Night (D)	66	Billie Seward-Don Costello	(A)	8/9/40	b8/3/40
Pinocchio (FA)	85	Technicolor Cartoon	(F)	2/23/40	b2/3/40
Pop Always Pays (C)	66	Leon Errol-Dennis O'Keefe	(F)	6/21/40	b6/22/40
Prairie Law (W)	62	Geo. O'Brien-Virginia Vale	(F)	6/7/40	b6/22/40
Primrose Path (D)	93	Ginger Rogers-Joel McCrea	(A)	3/22/40	b3/16/40
Queen of Destiny (H-D) (Reviewed as "Sixty Glorious Years")	90	Neagle-Walbrook (Tech.)		8/2/40	b10/29/38
Saint's Double Trouble (D)	69	George Sanders-Helen Whitney	(F)	1/26/40	b1/20/40
Saint Takes Over (D)	60	Geo. Sanders-Wendy Barrie	(F)	6/7/40	b4/27/40
Stage to Chino (W)	59	George O'Brien	(F)	7/26/40	b7/27/40
Stranger on the Third Floor (D)	62	Peter Lorre-Margaret Tallichet	(A)	8/16/40	b9/7/40
Swiss Family Robinson (D)	93	Mitchell-Best-Bartholomew	(F)	2/16/40	b2/3/40
Tom Brown's Schooldays (D)	84	Jimmy Lydon-Hardwicke	(F)	7/19/40	b6/22/40
Triple Justice (W)	66	Geo. O'Brien-Virginia Vale	(F)	9/27/40	b10/19/40
Vigil in the Night (D)	96	Carole Lombard-Brian Aherne	(A)	2/9/40	b2/10/40
Wildcat Bus (D)	62	Fay Wray-Charles Lang	(F)	3/23/40	b8/17/40
You Can't Fool Your Wife (C)	68	Lucille Ball-James Ellison	(F)	5/24/40	b5/25/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Convoy (D)	89	Clive Brook-John Clements	(F)	1/3/41	b12/7/40
Dreaming Out Loud (C)	81	Lum & Abner-Frances Langford	(F)	9/13/40	b9/14/40
Fargo Kid (W)	65	Tim Holt-Jane Drummond	(F)	12/6/40	b11/2/40
I'm Still Alive (D)	66	Linda Hayes-Kent Taylor	(F)	9/27/40	b9/21/40
Kitty Foyle (D)	105	Ginger Rogers-Dennis Morgan	(A)	12/27/40	b12/28/40
Laddie (D)	68	Tim Holt-Virginia Gilmore	(F)	10/18/40	b9/21/40
Let's Make Music (Mu-C)	84	Bob Crosby-Jean Rogers	(F)	1/17/41	b12/14/40
Li'l Abner (C)	78	Granville Owen-Kay Sutton	(F)	11/1/40	b11/9/40
Little Men (D)	84	Kay Francis-Lydon-Oakie	(F)	1/10/41	b12/7/40
Men Against the Sky (D)	74	Richard Dix-Wendy Barrie	(F)	9/6/40	b8/24/40
Mexican Spitfire Out West (C)	75	Lupe Velez-Leon Errol	(A)	11/15/40	b10/12/40
No, No, Nanette (Mu)	96	Anna Neagle-Richard Carlson	(F)	12/20/40	b12/21/40
Ramparts We Watch (Doc)	90	March of Time Feature	(F)	8/16/40	b7/27/40
Remedy For Riches (D)	60	Jean Hersholt-Dorothy Lovett	(F)	11/29/40	b11/23/40

R.K.O.-RADIO

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Saint in Palm Springs (My)	67	George Sanders-Wendy Barrie	(F)	1/24/41	b1/4/41
They Knew What They Wanted (D)	96	Charles Laughton-Carole Lombard	(A)	10/25/40	b10/12/40
Too Many Girls (Mu)	85	Richard Carlson-Lucille Ball	(A)	11/8/40	b10/12/40
Villain Still Pursued Her (D)	66	Anita Louise-Richard Cromwell	(F)	10/11/40	b7/27/40
Wagon Train (W)	62	Tim Holt-Martha O'Driscoll	(F)	10/4/40	b10/12/40
You'll Find Out (My-C)	97	Kay Kyser-Peter Lorre-Karloff	(F)	11/22/40	b11/16/40

Coming 1940-41

Title	Stars		Rel. Date	See Issue of
Along the Rio Grande (W)	Tim Holt-Betty Jane Rhodes		2/7/41	a12/14/40
Bambi	Disney Cartoon Feature			In Prod.
Citizen Kane (D)	Orson Welles-Dorothy Comingore		2/28/41	In Prod.
Devil and Miss Jones	Jean Arthur-Chas. Coburn		3/14/41	In Prod.
Girl, A Guy and A Gob	Geo. Murphy-Lucille Ball		2/14/41	a11/16/40
Melody for Three (D)	Jean Hersholt-Fay Wray		3/28/41	a1/11/41
Mr. and Mrs. Smith (C)	Carole Lombard-Robt. Montgomery	(A)	1/31/41	b1/18/41
Playgirl (C-D)	Kay Francis-James Ellison	(A)	3/7/41	b12/21/40
Reluctant Dragon	Benchley and Cartoon Characters			In Prod.
Scattergood Baines (C)	Guy Kibbee-Dink Trout		2/21/41	a1/18/41
Show Business (C)	Alan Mowbray-Donald McBride		3/21/41	a1/18/41
Sunny (Mu)	A. Neagle-J. Carroll-R. Bolger			In Prod.
They Met In Argentina (Mu)	Ellison-O'Hara-Ebsen		4/25/41	In Prod.

REPUBLIC

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Carolina Moon (Mu-W)	65	Gene Autry-Burnette-June Storey	(F)	7/15/40	b7/20/40
Carson City Kid (W)	57	Roy Rogers-"Gabby" Hayes	(F)	7/1/40	b6/22/40
Crooked Road (D)	66	Edmund Lowe-Irene Hervey	(A)	5/10/40	b5/11/40
Covered Wagon Days (W)	56	Three Mesquiteers	(F)	4/22/40	b5/11/40
Dark Command (H-D)	94	John Wayne-Claire Trevor	(F)	4/15/40	b4/13/40
Earl of Puddlestone (C)	67	The Gleasons	(F)	8/31/40	b8/17/40
Forgotten Girls (D)	68	Louise Platt-Donald Woods	(F)	3/15/40	b3/23/40
Gangs of Chicago (D)	66	Lola Lane-Lloyd Nolan-MacLane	(F)	5/19/40	b5/25/40
Gaucho Serenade (W)	66	Gene Autry-Smiley Burnette	(F)	5/10/40	b5/18/40
Ghost Valley Raiders (W)	57	Donald Barry-Lona Andre	(F)	3/26/40	b4/8/40
Girl From God's Country (D)	75	Chester Morris-Chas. Bickford	(F)	7/30/40	b7/27/40
Grand Ole Opry (C)	68	Weaver Bros. & Elviry	(F)	6/25/40	b7/13/40
Grandpa Goes to Town (C)	66	The Gleasons-Harry Davenport	(F)	4/19/40	b4/20/40
Heroes of the Saddle (W)	56	Three Mesquiteers	(F)	1/12/40	b1/20/40
Hi-Yo Silver (W)	69	Silver Chief-Lynn Roberts	(F)	4/10/40	b4/20/40
In Old Missouri (C)	67	Weaver Bros.-Elviry	(F)	4/17/40	b5/4/40
One Man's Law (W)	57	Don Barry-Janet Waldo	(F)	6/29/40	b7/13/40
Pioneers of the West (W)	56	Three Mesquiteers	(F)	3/12/40	b3/16/40
Rancho Grande (W)	68	Gene Autry-Smiley Burnette	(F)	3/22/40	b3/30/40
Ranger and the Lady (W)	59	Roy Rogers-George Hayes	(F)	7/30/40	b7/27/40
Rocky Mountain Rangers (W)	58	Three Mesquiteers	(F)	5/24/40	b6/8/40
Scatterbrain (C)	73	Judy Canova-Alan Mowbray	(F)	7/20/40	b7/13/40
Sing, Dance, Plenty Hot (Mu)	72	Ruth Terry-Johnny Downs	(F)	8/10/40	b8/3/40
Three Faces West (D) (Reviewed as "The Refugee")	81	J. Wayne-Sigrid Gurie-C. Coburn	(F)	7/12/40	b6/22/40
Village Barn Dance (Mu-C)	74	Richard Cromwell-Doris Day	(F)	1/30/40	b2/3/40
Wagons Westward (D)	69	Chester Morris-Anita Louise	(F)	6/19/40	b6/29/40
Wolf of New York (D)	69	Edmund Lowe-Rose Hobart	(F)	1/25/40	b1/27/40
Women in War (D)	71	Elsie Janis-Wendy Barrie	(F)	6/6/40	b6/1/40
Young Buffalo Bill (W)	59	Roy Rogers-George Hayes	(F)	4/12/40	b4/20/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Arkansas Judge (C)	72	Rogers-Weaver Bros. and Elviry	(F)	1/28/41	b1/25/41
Barnyard Follies (Mu)	67	Mary Lee-June Storey-Rufe Davis	(F)	12/6/40	b11/23/40
Behind the News (D)	74	Lloyd Nolan-Doris Davenport	(F)	12/20/40	b12/21/40
Border Legion (W)	58	Roy Rogers-Geo. "Gabby" Hayes	(F)	12/5/40	b11/30/40
Bowery Boy (D)	71	Dennis O'Keefe-Louise Campbell	(F)	12/27/40	b1/4/41
Colorado (W)	57	Roy Rogers-George Hayes	(F)	9/15/40	b9/7/40
Friendly Neighbors (C)	67	Weaver Bros. & Elviry	(F)	11/7/40	b11/16/40
Frontier Vengeance (W)	57	Don Barry-Betty Moran	(F)	10/10/40	b10/12/40
Girl From Havana (D)	69	Dennis O'Keefe-Victor Jory	(A)	9/11/40	b9/14/40
Hit Parade of 1941 (Mu-C)	88	Kenny Baker-Frances Langford	(F)	10/15/40	b10/19/40
Lone Star Raiders (W)	57	Three Mesquiteers	(F)	12/23/40	b12/21/40
Meet the Missus (C)	68	Roscoe Karns-Ruth Donnelly	(F)	11/29/40	b11/23/40
Melody and Moonlight (Mu)	72	Johnny Downs-Vera Vague	(F)	10/11/40	b10/5/40
Melody Ranch (Mu-C)	84	Gene Autry-Jimmy Durante	(F)	11/15/40	b11/23/40
Oklahoma Renegades (W)	57	Three Mesquiteers	(F)	8/29/40	b8/17/40
Ride, Tenderfoot, Ride (W)	65	Autry-Burnette-June Story	(F)	9/6/40	b8/24/40
Ridin' on a Rainbow (Mu-W)		Gene Autry-Smiley Burnette		1/24/41	a12/14/40
Robin Hood of the Pecos (W)	59	Roy Rogers-George Hayes	(F)	1/14/41	b1/18/41
Texas Terrors (W)	57	Don Barry-Al St. John	(F)	11/22/40	b11/23/40
Trail Blazers (W)	58	Three Mesquiteers	(F)	11/11/40	b11/2/40
Tulsa Kid (W)	57	Don "Red" Barry	(F)	8/16/40	b8/3/40
Under Texas Skies (W)	57	Three Mesquiteers	(F)	9/30/40	b9/21/40
Who Killed Aunt Maggie? (My)	69	John Hubbard-Wendy Barrie	(A)	11/1/40	b11/2/40
Wyoming Wildcat (W)	56	Don Barry-Julie Duncan	(F)	1/6/41	b1/11/41
Young Bill Hickok (W)	59	Roy Rogers-Geo. Hayes	(F)	10/21/40	b10/5/40

Coming 1940-41

Title	Stars		Rel. Date	See Issue of
Bad Man From Rio (W)	Don Barry-Virginia Carroll		2/14/41	a1/18/41
Citadel of Crime (D)	John Wayne-F. Dee-Edw. Ellis			In Prod.
Great Train Robbery	Bob Steele-Claire Carleton			In Prod.
Petticoat Politics (C)	Roscoe Karns-Lois Ranson		1/31/41	a1/11/41
Prairie Pioneers (W)	Three Mesquiteers			a1/18/41
Sis Hopkins (C)	Judy Canova-Jerry Colonna			In Prod.
Song at Twilight (Mu-W)	Gene Autry-Smiley Burnette			In Prod.

20TH CENT.-FOX

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Blue Bird (Tech.) (FA)	83	Shirley Temple-G. Sondergaard	(F)	3/22/40	b1/27/40
Charlie Chan's Murder Cruise (My)	75	Sidney Toler-Marjorie Weaver	(F)	6/21/40	b5/11/40
Charlie Chan in Panama (D)	67	Sidney Toler-Jean Rogers	(F)	3/1/40	b2/10/40
City of Chance (D)	60	Donald Woods-C. Aubrey Smith	(A)	1/12/40	b12/30/39
Earthbound (D)	67	Warner Baxter-Andrea Leeds	(A)	6/7/40	b6/8/40
Four Sons (D)	89	Ameche-Leontovitch-Alan Curtis	(A)	6/14/40	b6/1/40
Free, Blonde and 21 (C)	74	Lynn Bari-Joan Davis	(F)	3/29/40	b2/17/40
Girl in 313 (My)	56	Florence Rice-Joan Valerie	(A)	5/31/40	b6/22/40
Grapes of Wrath (D)	129	Fonda-Bowdon-Grapewin	(A)	3/15/40	b1/27/40
He Married His Wife (C)	83	McCrea-Kelly-Young	(F)	1/19/40	b1/13/40
High School (C)	72	J. Withers-Edwards	(F)	1/26/40	b1/6/40
I Was An Adventuress (D)	61	Zorina-Richard Greene	(A)	5/10/40	b5/4/40
Johnny Apollo (D)	83	Tyrone Power-Dorothy Lamour	(A)	4/19/40	b4/13/40
Lillian Russell (D)	127	Alice Faye-Don Ameche	(F)	5/24/40	b5/18/40
Little Old New York (D)	100	Alice Faye-MacMurray-Greene	(F)	2/9/40	b2/3/40
Lucky Cisco Kid (D)	68	Cesar Romero-Mary Hughes	(F)	6/28/40	b6/1/40
Man Who Wouldn't Talk (D)	61	Lloyd Nolan-Jean Rogers	(A)	2/2/40	b1/20/40
Manhattan Heartbeat (D)	72	Virginia Gilmore-Joan Davis	(F)	7/12/40	b6/8/40
Maryland (D) (Tech.)	92	B. Joyce-Payne-Brennan	(F)	7/19/40	b7/6/40
On Their Own (C)	63	Jones Family	(F)	5/17/40	b4/13/40
Sailor's Lady (D)	66	Nancy Kelly-Jon Hall	(F)	7/5/40	b7/6/40
Shooting High (Mu-D)	63	Withers-Autry-Weaver	(F)	4/26/40	b3/9/40
So This Is London (C)	70	Geo. Sanders-Drayton-Churchill	(A)	5/3/40	b2/4/35
Star Dust (D)	83	Linda Darnell-John Payne	(F)	4/5/40	b4/6/40
Swanee River (Tech.) (D)	86	Al Jolson-Don Ameche-A. Leeds	(F)	1/5/40	b12/23/39
They Came By Night (D)	73	Will Fyffe	(F)	2/23/40	b3/9/40
Viva Cisco Kid (D)	70	Cesar Romero-Chris-Pin Martin	(F)	4/12/40	b3/23/40
Young as You Feel (C)	59	Jones Family	(F)	2/16/40	b2/3/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Brigham Young, Frontiersman (H-D)	112	Tyrone Power-Linda Darnell	(A)	9/27/40	b8/31/40
Chad Hanna (CS-D) (Tech.)	88	Henry Fonda-Linda Darnell	(A)	12/27/40	b12/14/40
Charlie Chan At the Wax Museum (My)	62	Sidney Toler-Joan Valerie	(F)	9/6/40	b8/3/40
Charter Pilot (D)	70	Lynn Bari-Lloyd Nolan	(F)	12/6/40	b11/23/40
Down Argentine Way (Mu)	88	Don Ameche-Betty Grable (Tech.)	(F)	10/11/40	b10/5/40
Elsa Maxwell's Pub. Deb. #1 (C)	80	G. Murphy-B. Joyce-C. Ruggles	(F)	9/13/40	b8/31/40
Gay Caballero (D)	57	Cesar Romero-Betty McLaughlin	(F)	10/4/40	b9/28/40
Girl from Avenue A (C)	76	Jane Withers-Kent Taylor	(F)	8/9/40	b8/10/40
Great Profile (C)	70	John Barrymore-Mary Hughes	(A)	10/25/40	b8/17/40
Hudson's Bay (H-D)	94	Paul Muni-Gene Tierney	(F)	1/3/41	b12/28/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

20TH CENT.-FOX

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Jennie (D)	78	Doris Bowden-Geo. Montgomery	(F)	12/20/40	b12/7/40
Man I Married (D)	76	Joan Bennett-Francis Lederer	(A)	8/2/40	b7/20/40
Mark of Zorro (D)	92	Tyrone Power-Linda Darnell	(F)	11/8/40	b11/9/40
Michael Shayne, Private Detective (My)	77	Lloyd Nolan-Marjorie Weaver	(F)	1/10/41	b12/28/40
Murder Over New York (My)	65	Sidney Toler-Marjorie Weaver	(F)	12/13/40	b12/7/40
Night Train (D)	95	Margaret Lockwood-Rex Harrison	(A)	10/18/40	b8/3/40
		(Reviewed as "In Disguise")			
Pier 13 (C-D)	66	Lynn Bari-Lloyd Nolan	(F)	8/23/40	b8/17/40
Return of Frank James (D)	92	H. Fonda-J. Cooper (Tech.)	(F)	8/16/40	b8/17/40
Romance of the Rio Grande (W)	73	Cesar Romero-Patricia Morison	(F)	1/17/41	b12/28/40
Street of Memories (D)	71	Guy Kibbee-Lynn Roberts	(A)	11/15/40	b7/6/40
Tall, Dark and Handsome (D)	78	Cesar Romero-Milton Berle	(A)	1/24/41	b1/18/41
Tin Pan Alley (Mu)	94	Alice Faye-B. Grable-J. Oakie	(F)	11/29/40	b11/23/40
Yesterday's Heroes (D)	65	Jean Rogers-Rob't Sterling	(F)	9/20/40	b9/21/40
Young People (C-D)	78	Shirley Temple-Jack Oakie	(F)	8/30/40	b7/13/40
Youth Will Be Served (D)	68	Jane Withers-Robert Conway	(F)	11/22/40	b9/28/40

Coming 1940-41

Blood and Sand (Tech.)		Tyrone Power-Linda Darnell		5/30/41	In Prod.
Bride Wore Crutches (C-D)	59	Lynne Roberts-Ted North	(F)	7/4/41	b7/27/40
Dead Men Tell (My)		Sidney Toler		3/28/41	In Prod.
For Beauty's Sake (My-C)		Ned Sparks-Marjorie Rambeau		6/27/41	a8/17/40
Girl in the News (D)	78	Margaret Lockwood-Barry Barnes	(F)	1/31/41	b1/4/41
Golden Hoofs (C)		Jane Withers-Buddy Rogers		2/14/41	a11/2/40
Murder Among Friends		John Hubbard-Marjorie Weaver		3/14/41	a1/18/41
Outlaw, The		Walter Huston-Thos. Mitchell		3/21/41	In Prod.
Ride Kelly Ride (D)	59	Marvin Stephens-Rita Quigley	(F)	2/7/41	b1/25/41
Ride On, Vaquero (W)		Cesar Romero-Mary Beth Hughes		4/18/41	a1/25/41
Road to Rio (Mu) (Tech.)		Alice Faye-Don Ameche		4/11/41	a1/25/41
Scotland Yard (D)		Edmund Gwenn-Nancy Kelly		2/28/41	a1/18/41
Sleepers West (D)		Lloyd Nolan-Lynn Bari		4/4/41	a1/25/41
Tobacco Road (D)		Tierney-Grapewin-Rambeau		3/7/41	In Prod.
Very Young Lady (C)		Jane Withers-Nancy Kelly		6/6/41	In Prod.
Western Union (D) (Tech.)		Rob't Young-Randolph Scott		2/21/41	a12/7/40

UNITED ARTISTS

Current

Blackout (D)	81	Conrad Veidt-Valerie Hobson	(F)	11/29/40	b10/19/40
Captain Caution (D)	88	V. Mature-Louise Platt-B. Cabot	(A)	8/9/40	b8/3/40
Chump At Oxford (C)	63	Stan Laurel-Oliver Hardy	(F)	2/16/40	b2/17/40
Foreign Correspondent (D)	120	Joel McCrea-Herbert Marshall	(F)	8/16/40	b8/17/40
House Across the Bay (D)	88	Joan Bennett-George Raft	(A)	3/1/40	b3/2/40
Kit Carson (D)	96	Jon Hall-Dana Andrews	(F)	8/30/40	b8/31/40
Lion Has Wings (D)	73	Merle Oberon-Ralph Richardson	(F)	1/19/40	b12/16/39
Long Voyage Home (D)	103	John Wayne-Thos. Mitchell	(A)	11/22/40	b10/12/40
My Son, My Son! (D)	116	Brian Aherne-Madeleine Carroll	(A)	3/22/40	b3/9/40
Of Mice and Men (D)	106	Meredith-Fields-Chaney, Jr.	(A)	1/12/40	b12/30/39
1,000,000 B.C. (D)	80	John Hubbard-Carole Landis	(F)	4/5/40	b4/13/40
Our Town (D)	90	Fay Bainter-Frank Craven	(F)	5/24/40	b5/18/40
Over the Moon (C-D)	78	Oberon-Rex Harrison (Tech.)	(F)	3/29/40	b11/11/39
Pastor Hall (D)	96	Wilfred Lawson-Nova Pilbeam	(F)	9/13/40	b7/27/40
Rebecca (D)	130	Olivier-Anderson-Fontaine	(A)	4/12/40	b3/23/40
Road Show (C)		Adolphe Menjou-Carole Landis	(F)	1/24/41	b1/11/41
Saps at Sea (C)	56	Stan Laurel-Oliver Hardy	(F)	5/3/40	b4/27/40
Son of Monte Cristo (D)	104	Joan Bennett-Louis Hayward	(F)	1/10/41	b12/7/40
South of Pago Pago (D)	97	Jon Hall-Victor McLaglen	(F)	7/18/40	b7/20/40
Thief of Bagdad (FA)	109	Sabu-Conrad Veidt (Tech.)	(F)	12/25/40	b10/19/40
Turnabout (C)	83	Carole Landis-Hubbard-Menjou	(A)	5/17/40	b5/4/40
Westerner (D)	99	Gary Cooper-Walter Brennan	(F)	9/20/40	b9/21/40

Coming

Broadway Limited (D)		Victor McLaglen-Dennis O'Keefe			In Prod.
Cheers for Miss Bishop (D)	100	Martha Scott-William Gargan	(F)		b1/18/41
Great Dictator, The (C)	126	Charles Chaplin-P. Goddard	(F)		b10/19/40
Major Barbara		Wendy Hiller- Robert Morley			In Prod.
New Wine		Ilona Massey-Binnie Barnes			In Prod.
Pot O' Gold		James Stewart-Paulette Goddard			In Prod.
So Ends Our Night (D)	121	Fredric March-Margaret Sullavan	(A)		b1/25/41
That Hamilton Woman (H-D)		Vivien Leigh-Laurence Olivier			a11/30/40
		(Former title "Lady Hamilton")			
That Uncertain Feeling		Oberon-Douglas-Meredith			a12/14/40
Topper Returns (C)		Joan Blondell-Carole Landis			a12/14/40

UNIVERSAL

Current 1939-40

Alias the Deacon (C)	73	Bob Burns	(F)	5/17/40	b5/4/40
Bad Man from Red Butte (W)	58	J. M. Brown-Baker-Fuzzy Knight	(F)	5/31/40	b6/15/40
Big Guy (D)	77	McLaglen-Cooper-Munson	(A)	2/2/40	b5/11/40
Black Diamonds (D)	60	Richard Arlen-Andy Devine	(F)	7/19/40	b7/27/40
Black Friday (D)	64	Boris Karloff-Bela Lugosi	(A)	4/12/40	b3/9/40
Boys From Syracuse (C)	73	A. Jones-Martha Raye-J. Penner	(F)	8/9/40	b7/13/40
Danger on Wheels (D)	61	Richard Arlen-Andy Devine	(F)	2/2/40	b5/11/40
Double Alibi (My)	65	Wayne Morris-Margaret Lindsay	(A)	3/1/40	b2/24/40
Enemy Agent (D)	60	Robt. Armstrong-Helen Vinson	(F)	4/19/40	b4/13/40
Framed (D)	60	Constance Moore-R. Armstrong	(A)	2/23/40	b5/11/40
Green Hell (D)	88	Joan Bennett-D. Fairbanks, Jr.	(F)	1/26/40	b1/20/40
Half a Sinner (D)	59	Heather Angel-John King		4/5/40	b6/1/40
Honeymoon Deferred (D)	59	Margaret Lindsay-Edmund Lowe	(F)	2/16/40	b2/24/40
Hot Steel (D)	61	Richard Arlen-Andy Devine	(F)	5/24/40	b6/29/40
House of the Seven Gables (D)	88	Vincent Price-Margaret Lindsay	(A)	4/12/40	b3/9/40
I Can't Give You Anything But Love Baby (C)	61	Peggy Moran-Johnny Downs	(F)	6/21/40	b5/11/40
If I Had My Way (Mu-C)	87	Bing Crosby-Gloria Jean	(F)	5/3/40	b4/27/40
Invisible Man Returns (D)	82	Hardwicke-Price-Grey	(A)	1/12/40	b1/20/40
It's a Date (Mu-D)	103	Deanna Durbin-Kay Francis	(F)	3/22/40	b3/23/40
La Conga Nights (C)	60	Hugh Herbert	(F)	5/31/40	b5/18/40
Love, Honor and Oh, Baby (C)	60	Wallace Ford-Kathryn Adams	(F)	6/7/40	b6/8/40
Ma! He's Making Eyes at Me (C)	61	Tom Brown-Constance Moore	(F)	3/15/40	b4/13/40
My Little Chickadee (C)	83	Mae West-W. C. Fields	(A)	2/9/40	b2/10/40
Oh, Johnny, How You Can Love (C)	64	Tom Brown-Peggy Moran	(F)	1/5/40	b1/20/40
Private Affairs (C-D)	73	N. Kelly-R. Young-R. Cummings	(F)	7/5/40	b6/15/40
Riders of Pasco Basin (W)	56	J. M. Brown-Bob Baker	(F)	4/5/40	b5/25/40
Sandy Is a Lady (C)	64	Sandy-Mischa Auer-Nan Grey	(F)	6/14/40	b5/25/40
Ski Patrol (D)	64	Luli Deste-Philip Dorn	(F)	5/10/40	b5/11/40
Son of Roaring Dan (W)	63	J. M. Brown-Jeanne Kelly	(F)	7/26/40	b8/17/40
South to Karanga (D)	59	C. Bickford-L. Deste	(F)	8/2/40	b8/10/40
West of Carson City (W)	55	J. M. Brown-Bob Baker	(F)	1/19/40	b5/11/40
When the Daltons Rode (W-D)	80	Kay Francis-Randolph Scott	(F)	8/23/40	b8/3/40
You're Not So Tough (D)	72	Dead End Kids-Nan Grey	(F)	7/26/40	b6/1/40
Zanzibar (D)	72	Lola Lane-James Craig	(F)	3/8/40	b3/30/40

Current 1940-41

Argentine Nights (C)	73	Ritz Brothers-Andrews Sisters	(F)	9/6/40	b9/7/40
Bank Dick (C)	74	W. C. Fields-Una Merkel	(F)	11/29/40	b12/7/40
Boss of Bullion City (W)	59	J. M. Brown-Fuzzy Knight		1/10/41	a9/14/40
Devil's Pipeline (D)	65	Richard Arlen-Andy Devine	(F)	11/1/40	b11/16/40
Diamond Frontier (D)	71	Victor McLaglen-John Loder		10/4/40	b10/12/40
Fugitive, The (D)	75	Ralph Richardson-Diana Wynyard	(A)	9/20/40	b6/22/40
Give Us Wings (D)	69	Billy Halop-Huntz Hall	(F)	12/20/40	b11/16/40
Hired Wife (C)	95	Rosalind Russell-Brian Aherne	(A)	9/13/40	b9/14/40
I'm Nobody's Sweetheart Now (C)	62	Helen Parrish-Dennis O'Keefe	(F)	11/1/40	b8/10/40
Invisible Woman (D)	72	John Barrymore-Virginia Bruce	(A)	12/27/40	b1/4/41
Law and Order (W)	57	J. M. Brown-Fuzzy Knight	(F)	10/18/40	b11/30/40
Leather Pushers (D)	64	Andy Devine-Richard Arlen	(F)	9/13/40	b9/7/40
Little Bit of Heaven (C)	87	Gloria Jean-R. Stack-Nan Grey	(F)	10/11/40	b10/12/40
Lucky Devils (D)	64	Richard Arlen-Andy Devine	(F)	1/3/41	b12/28/40
Margie (C)	59	Tom Brown-Nan Grey-M. Auer	(F)	12/6/40	b9/21/40
Meet the Wildcat (D)	63	Margaret Lindsay-Ralph Bellamy	(F)	11/22/40	b10/12/40
Mummy's Hand (D)	67	Dick Foran-Wallace Ford	(A)	9/20/40	b8/31/40
One Night in the Tropics (C)	82	Allan Jones-Nancy Kelly	(F)	11/15/40	b11/2/40
Pony Post (W)	59	Johnny Mack Brown	(F)	11/8/40	b12/21/40
Ragtime Cowboy Joe (W)	58	J. Mack Brown-Fuzzy Knight	(F)	9/20/40	b10/5/40
Sandy Gets Her Man (C)	65	Baby Sandy-S. Erwin-Una Merkel	(F)	11/8/40	b11/2/40
San Francisco Docks (D)	65	Burgess Meredith-Irene Hervey	(A)	1/10/41	b12/7/40
Seven Sinners (D)	84	Marlene Dietrich-John Wayne	(A)	10/25/40	b11/2/40

UNIVERSAL

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Six Lessons From Madame La Zonga (C)	60	Lupe Velez-Leon Errol	(F)	1/17/41	b1/18/41
Slightly Tempted (C)	61	Hugh Herbert-Johnny Downs	(F)	10/18/40	b8/10/40
Spring Parade (Mu)	90	Deanna Durbin-Rob't. Cummings	(F)	9/27/40	b9/28/40
Trail of the Vigilantes (W-C)	75	Franchot Tone-Crawford-Devine	(F)	12/13/40	b12/14/40
Where Did You Get That Girl? (Mu-C)	67	Helen Parrish-Chas. Lang	(F)	1/3/41	b12/28/40

Coming 1940-41

Back Street (D)		Chas. Boyer-M. Sullavan		2/7/41	a1/11/41
Buck Privates		Abbott & Costello-Andrews Sisters		1/31/41	In Prod.
Bury Me Not on the Lone Prairie (W)		J. M. Brown-Fuzzy Knight		3/21/41	a12/12/40
Dangerous Game (D)		Richard Arlen-Andy Devine		3/7/41	a10/19/40
		(Former title, "Who Killed Doc Robin?")			
Dark Streets of Cairo (D)	58	Sigrid Gurie-Ralph Byrd	(F)	2/28/41	b12/7/40
Flame of New Orleans (C-D)		Dietrich-Roland Young-Cabot		4/21/41	In Prod.
Lady From Cheyenne (D)		Loretta Young-Rob't Preston		3/28/41	In Prod.
Man Made Monster (D)		Frank Albertson-Lon Chaney, Jr.			a12/21/40
		(Former title "Mysterious Dr. R.")			
Man Who Lost Himself (D)		Brian Aherne-Kay Francis		4/25/41	In Prod.
Meet the Chump (C)		Hugh Herbert-Lewis Howard		2/14/41	In Prod.
Mister Dynamite		Lloyd Nolan-Irene Hervey			In Prod.
Model Wife (D)		Joan Blondell-Dick Powell		3/14/41	In Prod.
Nice Girl (Mu-C)		Deanna Durbin-Franchot Tone		2/21/41	a12/14/40

WARNER BROS.

Current 1939-40

All This and Heaven Too (D)	143	Bette Davis-Charles Boyer	(A)	7/13/40	b6/22/40
Angel from Texas (C)	69	Albert-Wyman-Reagan	(F)	4/27/40	b4/13/40
British Intelligence (D)	62	Boris Karloff-Margaret Lindsay	(A)	1/20/40	b1/13/40
Brother Orchid (C-D)	90	E. G. Robinson-Sothern-Bellamy	(F)	6/8/40	b6/1/40
Brother Rat and a Baby (C)	87	Wayne Morris-Priscilla Lane	(F)	1/13/40	b1/6/40
Calling Philo Vance (My)	62	James Stephenson	(F)	2/3/40	b2/3/40
Castle on the Hudson (D)	76	Garfield-O'Brien-Sheridan	(A)	2/17/40	b3/2/40
Child Is Born (D)	79	Geraldine Fitzgerald-J. Lynn	(A)	1/6/40	b9/9/39
Dr. Ehrlich's Magic Bullet (D)	102	Edw. G. Robinson-Ruth Gordon	(A)	3/2/40	b2/10/40
Fighting 69th (D)	90	James Cagney-Pat O'Brien	(A)	1/27/40	b1/6/40
Flight Angels (D)	74	Ralph Bellamy-Dennis Morgan	(F)	5/18/40	b5/11/40
Flowing Gold (D)	82	Pat O'Brien-John Garfield	(A)	8/24/40	b8/24/40
Fugitive from Justice (D)	53	Roger Pryor-Lucille Fairbanks	(A)	6/15/40	b6/8/40
Gambling on the High Seas (D)	58	Wayne Morris-Jane Wyman	(F)	6/22/40	b2/24/40
Granny Get Your Gun (D)	56	May Robson-Harry Davenport	(F)	2/10/40	b1/6/40
It All Came True (D)	97	Ann Sheridan-Jeffrey Lynn	(A)	4/6/40	b3/23/40
King of Lumberjacks (D)	61	John Payne-Gloria Dickson	(F)	4/13/40	b2/24/40
Ladies Must Live (C)	59	Rosemary Lane-Wayne Morris	(F)	7/20/40	b8/24/40
Man Who Talked Too Much (D)	75	Geo. Brent-Virginia Bruce	(A)	7/6/40	b6/29/40
Money and the Woman (D)	65	Jeffrey Lynn-Brenda Marshall	(F)	8/17/40	b8/17/40
Murder in the Air (D)	55	Ronald Reagan-Lya Lys	(F)	8/1/40	b2/24/40
My Love Came Back (C-D)	85	De Havilland-J. Lynn-J. Wyman	(F)	7/20/40	b6/29/40
River's End (D)	70	Dennis Morgan-George Tobias	(F)	8/10/40	b8/24/40
Saturday's Children (D)	101	John Garfield-Anne Shirley	(F)	5/11/40	b4/13/40
Sea Hawk (D)	127	Flynn-Marshall-Crisp	(F)	8/31/40	b7/20/40
Tear Gas Squad (D)	58	D. Morgan-J. Payne-G. Dickson	(F)	5/4/40	b3/23/40
They Drive by Night (D)	93	Raft-Sheridan-Bogart	(A)	8/3/40	b7/13/40
Three Cheers for the Irish (C-D)	100	Priscilla Lane-Dennis Morgan	(F)	3/16/40	b3/9/40
'Til We Meet Again (D)	100	Merle Oberon-George Brent	(F)	4/20/40	b4/6/40
Torrid Zone (D)	88	Cagney-O'Brien-Sheridan	(A)	5/25/40	b5/11/40
Virginia City (H-W)	121	Flynn-Hopkins-Scott	(F)	3/23/40	b3/23/40

Current 1940-41

Always a Bride (C)	58	Rosemary Lane-George Reeves	(F)	11/2/40	b11/30/40
Calling All Husbands (C)	64	Geo. Tobias-Lucille Fairbanks	(F)	9/7/40	b8/31/40
Case of the Black Parrot (My)		Wm. Lundigan-Maris Wrixon		1/11/41	a11/16/40
City for Conquest (D)	105	James Cagney-Ann Sheridan	(A)	9/21/40	b9/14/40
Dispatch from Reuters (D)	88	Robinson-Albert-Basserman	(F)	10/19/40	b9/21/40
East of the River (D)	74	John Garfield-Brenda Marshall	(A)	11/9/40	b11/2/40
Father Is a Prince (C)	62	Grant Mitchell-Nana Bryant	(A)	10/12/40	b10/12/40
Four Mothers (D)	86	Lane Sisters-G. Page-J. Lynn	(F)	12/21/40	Reissued
Here Comes the Navy (D)	86	James Cagney-Pat O'Brien	(F)	1/4/41	b12/21/40
High Sierra (D)	100	Humphrey Bogart-Ida Lupino	(F)	1/25/41	b1/11/41
Honeymoon for Three (C)	77	George Brent-Ann Sheridan	(F)	1/18/41	b1/11/41
Knute Rockne—All American (D)	93	Pat O'Brien-Ronald Reagan	(F)	10/5/40	b10/12/40
Lady with Red Hair (D)	81	Miriam Hopkins-Richard Ainley	(A)	11/30/40	b11/16/40
Letter The (D)	101	Bette Davis-Herbert Marshall	(A)	11/23/40	b11/16/40
No Time for Comedy (C)	96	J. Stewart-R. Russell-C. Ruggles	(A)	9/14/40	b9/7/40
Santa Fe Trail (D)	110	Flynn-de Havilland-Massey	(F)	12/28/40	b12/28/40
She Couldn't Say No (C)	63	Roger Pryor-Eve Arden		12/7/40	b12/28/40
South of Suez (D)	86	Geo. Brent-Lee Patrick	(F)	11/16/40	b12/7/40
Tugboat Annie Sails Again (C)	77	Marjorie Rambeau-Alan Hale	(F)	10/26/40	b10/19/40

Coming 1940-41

Affectionately Yours		Merle Oberon-Dennis Morgan			In Prod.
Bashful Hero (C)		Eddie Albert-Joan Leslie			a12/21/40
		(Former title "Stuff of Heroes")			
Bride Came C.O.D. (C)		Bette Davis-James Cagney		2/1/41	In Prod.
Father's Son (D)	58	John Litel-Billy Dawson	(F)	2/8/41	b1/4/41
Flight From Destiny (D)	70	Thos. Mitchell-Jeffrey Lynn	(A)		b12/28/40
Footsteps in the Dark (D)		Errol Flynn-Brenda Marshall			a11/30/40
Great Lie (D)		Bette Davis-Geo. Brent			a12/21/40
Here Comes Happiness (D)		Mildred Coles-Richard Ainley			a1/4/41
Knockout (D)		Arthur Kennedy-Olympe Bradna			a12/21/40
Meet John Doe		Gary Cooper-Barbara Stanwyck			In Prod.
Miss Wheelwright Discovers America		Priscilla Lane-Ronald Reagan			In Prod.
No Hard Feelings		Ricardo Cortez-Wm. Lundigan			In Prod.
Sea Wolf (D)		Robinson-Garfield-Lupino			a11/30/40
Shadows on the Stairs (D)		Maris Wrixon-Wm. Lundigan			a1/18/41
		(Former title "Murder on the Second Floor")			
She Stayed Kissed		Dennis Morgan-Jane Wyatt		2/15/41	a1/25/41
Singapore Woman (D)		Brenda Marshall-David Bruce			In Prod.
Strange Alibi (D)		Arthur Kennedy-Joan Perry			In Prod.
Strawberry Blonde		Jas. Cagney-Olivia de Havilland		2/22/41	In Prod.
Thirty Days Hath September (C)		Eddie Albert-Joan Leslie			In Prod.
Wagons Roll at Night (D)		Humphrey Bogart-Sylvia Sidney			a11/2/40
		(Former title "Carnival")			
Winged Victory		G. Fitzgerald-Jas. Stephenson			In Prod.

MISCELLANEOUS

Adolescence (D)	80	Leon Janney-Eleanor Hunt	(A)	Select	b12/21/40
Bad Boy (D)	66	Johnny Downs-Rosalind Keith	(F)	Atlas	b1/27/40
Buried Alive (D)	74	Beverly Roberts-Rob't Wilcox	(A)	Producers	b1/13/40
Captain Moonlight (D)	60	John Garrick-Winifred Shotter	(A)	Atlas	b4/27/40
Face at the Window (My)	65	Tod Slaughter-Marjorie Taylor	(A)	Ziehm	b10/19/40
George Washington Carver (D)	69	G. W. Carver-B. Washington III	(A)	St. George	b4/13/40
Hidden Menace (D)	56	Otto Kruger-Gertrude Michael	(F)	Alliance	b4/13/40
Hold That Woman (C-D)	65	James Dunn-Frances Gifford	(F)	Producers	b8/3/40
Human Beast (D) (French)	79	Jean Gabin-Simone Simon	(A)	Juno	b4/24/40
Invisible Killer (D)	63	Grace Bradley-Roland Drew	(F)	Producers	b2/10/40
Leopard Men of Africa (T)	65	Natives and animals	(A)	Select	b7/6/40
Let George Do It (C)	72	Geo. Formby-Phyllis Calvert	(F)	Film All	b10/26/40
Lilac Domino (Mu)	95	Michael Bartlett-June Knight	(F)	Select	b12/14/40
Louise (Opera) (French)	72	Grace Moore	(A)	Mayer-Burstyn	b2/10/40
Mad Youth (D)	60	Mary Ainslee-Betty Compson	(A)	Atlas	b5/25/40
Mercy Plane (D)	60	James Dunn	(F)	Producers	b6/8/40
Misbehaving Husbands (C)	65	Harry Langdon-Betty Blythe	(F)	Producers	b12/14/40
Murder in the Night (D)	58	Jack LaRue-Sandra Storme	(A)	Film All	b7/20/40
Overnight (D)	66	Robert Donat-Pearl Argyle	(F)	Mundus	b6/8/40
Son of Ingagi (D)	66	Alfred Grant-Daisy Bufford	(A)	Sack	b1/20/40
Torso Murder Mystery (My)	70	Bruce Cabot-Marta Labarr	(A)	Ziehm	b10/19/40

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

Shorts Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Doughnuts	Shirley Temple	19	Reissued
Managed Money	Shirley Temple	20	Reissued
Merrily Yours	Shirley Temple	20	Reissued
Mother, The		10	Not Rev.
Pardon My Pups	Shirley Temple	19	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1939-40

ALL STAR COMEDIES (18)

All American Blondes	Fair	17	11/11/39
Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
Awful Goof		19	Not Rev.
Boobs In the Woods	Funny	16	6/15/40
Fireman Save My Choo Choo	Blah	17	8/31/40
Glove Slingers	Good Slapstick	18	1/ 6/40
Heckler	Fairly Funny	18	2/24/40
His Bridal Fright		18	Not Rev.
Mr. Clyde Goes to Broadway		18	Not Rev.
Money Squawks		18	Not Rev.
Nothing But Pleasure	Amusing	18	2/17/40
Pardon My Berth Marks	Filler	18	3/16/40
Skinny the Moocher	Funny	16½	9/ 2/39
South of the Boudoir	Good Slapstick	18½	6/15/40
Static In the Attic	Funny	20	9/ 2/39
Taming of the Snood		18	Not Rev.
Teacher's Pest	Fairly Funny	18	8/12/39
You're Next	Poor	18	6/15/40

CINESCOPES (6)

Berth of a Queen	Interesting	11	4/20/40
Fashion Takes a Holiday	Feminine Appeal	11	3/16/40
Odd Vocations		10	Not Rev.
Squadron 992		8½	Not Rev.
Threads of a Nation	Interesting	11	2/24/40
World of 1960	Interesting	10	1/ 6/40

COLUMBIA TOURS (6)

Beautiful Switzerland	Average	10	12/30/39
Historic Cities of India		10	Not Rev.
Holland and the Zuyder Zee	Interesting	10	9/16/39
In the Land of the Pagodas		10	Not Rev.
Life in Paris		10	Not Rev.
New Hampshire	Good Travel Film	11	3/16/40
Pleasurebound in Canada		10	Not Rev.
Unveiling Algeria	Fair	10	4/20/40

COLOR RHAPSODIES (16) (Tech.)

Blackboard Review		7	Not Rev.
Boy, a Gun and Birds	Fair	7	1/ 6/40
Crop Chasers	Good	7½	10/14/39
Dreams On Ice	Cute	7	10/14/39
Egg Hunt	Cute	7½	6/15/40
Greyhound and the Rabbit	Filler	7	4/20/40
Happy Tots' Expedition		6½	Not Rev.
Jitterbug Knights	Fair	7	9/ 9/39
Mother Goose In Swing-Time		7	Not Rev.
Mountain Ears	Cute	7	10/14/39
Timid Pup	Too Tame	7	8/31/40
Ye Olde Swap Shoppe		7	Not Rev.

COMMUNITY SINGS (10)

College Songs		10	Not Rev.
Crosby Hit Songs		9	Not Rev.
Gypsy Songs	Very Good	10	2/17/40
Medley of Hits		10	Not Rev.
Old Time Songs		9½	Not Rev.
Stephen Foster Songs		10	Not Rev.
Topical Songs		10	Not Rev.

FABLES CARTOONS (6)

Barnyard Babies		6	Not Rev.
Little Lost Sheep	Fair	7	9/16/39
Park Your Baby	Average	7	2/24/40
Peep In the Deep	Routine	7	8/31/40
Pooch Parade		7	Not Rev.
Practice Makes Perfect	Dull	6	4/20/40

FOOLS WHO MADE HISTORY (6)

Story of Charles Goodyear	Excellent	10	10/21/39
Story of Elias Howe	Excellent	11	9/16/39

HAPPY HOUR

Book of Books	Outstanding	10	11/18/39
Building of Boys	Noteworthy	10	10/21/39

MOMENTS OF COMEDY (6)

PALS AND PETS (6)

PHANTASIES CARTOONS (10)

Charm Bracelet		6½	Not Rev.
Fish Follies		6	Not Rev.
Man of Tin		7	Not Rev.
Millionaire Hobo		6½	Not Rev.
Mouse Exterminator	Fair	6½	1/27/39
News Oddities		6½	Not Rev.

SCREEN SNAPSHOTS (12)

No. 1 Art of Make-up	Very Good	10	10/14/39
No. 2 Training Animal Stars	Above Average	10	11/11/39
No. 3 Novelty Parties		10	Not Rev.
No. 4 Trip Thru Studios		10	Not Rev.
No. 5 Art In Hollywood	Fan Appeal	11	3/16/40
No. 6 Hollywood Recreations	Good	10	4/20/40
No. 7 Wardrobe Designers		10	Not Rev.
No. 8 Cowboy Jubilee		10	Not Rev.
No. 9 Ken Murray	Just Fair	10	7/26/40
No. 10 Jack Oakie	So So	9	8/31/40

COLUMBIA 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of

STOOGE COMEDIES (8)

A Plumbing We Will Go		18	Not Rev.
Calling All Curs	Good Slapstick	18	8/12/39
How High Is Up	Grand Slams	16	7/20/40
Nutty But Nice		17	Not Rev.
Oily To Bed, Oily To Rise	Swell Slapstick	18	9/16/39
Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
Three Sappy People		18½	Not Rev.
You Nazty Spy!	Swell Satire	18	2/10/40

WASHINGTON PARADE (6)

Archives		11	Not Rev.
Inside the F.B.I.		11	Not Rev.
Our National Defense		10	Not Rev.
Smithsonian Institution	Exceptional	11	11/11/39
Social Security	Interesting	11	6/15/40
U. S. Treasury	Excellent	10	2/10/40

WORLD OF SPORTS (12)

Bows and Arrows	Very Good	10	10/21/39
Canvass Capers		10	Not Rev.
Fishing In Hawaii		11	Not Rev.
Flying Targets	For Sportsmen	10	3/16/40
Jai Alai	Good	9	12/30/39
Rough House Fiesta		10	Not Rev.
Saving Strokes With Sam Snead		10	Not Rev.
Skiing Technique		10	Not Rev.
Sport of Kings	Satisfactory	10	6/15/40
Tomorrow's Stars	Good	10	4/27/40

1940-41

ALL STAR COMEDIES (18)

Blondes and Blunders	Silly	16	11/30/40
Bundle of Bliss		17	Not Rev.
Cold Turkey		18	10/12/40
His Ex Marks the Spot	Funny	18	1/11/41
Pleased to Mitt You		18	Not Rev.
Spook Speaks	Fairly Amusing	18	10/12/40
Watchman Takes a Wife	Fairly Amusing	16	1/25/41

CINESCOPES (10)

Floating Elephants	Timely and Good	8	10/12/40
Hobby Lobby	Excellent	12	9/21/40
Nice Work, If you Can Do It	Fair	10	11/23/40
Ocean Trails		9	Not Rev.
Unusual Crafts	Interesting	9	1/25/41

COLOR RHAPSODIES (16) (Tech.)

Helping Paw	Amusing	7	Coming
Mad Hatter		7	Not Rev.
Mr. Elephant Goes to Town		8	Not Rev.
Tangled Television	Good	7½	10/12/40
Way of All Pests		7	Not Rev.
Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

Beautiful British Columbia		10	Not Rev.
From Singapore to Hongkong		10	Not Rev.
Historic Virginia		11	Not Rev.
Islands of the West Indies	Satisfactory	10	11/23/40
Old and New Arizona		10	Not Rev.
Savoy in the Alps	Poor Timing	11	11/23/40
Sojourn in Havana	Interesting	9	11/30/40

COMMUNITY SINGS (10)

Gay Tunes		10	Not Rev.
Jolly Tunes		9	Not Rev.
Melodies That Linger		10	Not Rev.
Popular Love Songs		9	Not Rev.
No. 5	Depends	9	11/23/40

FABLES CARTOONS (8)

Farmer Tom Thumb	Good	7	10/12/40
Mouse Meets Lion	Poor	6	11/23/40
Paunch and Judy	Average	6	1/25/41
Streamlined Donkey		6	Not Rev.

HOW'S YOUR I. Q. (6)

Take It Or Leave It No. 1	Funny	11½	11/30/40
Take It Or Leave It No. 2	Entertaining	11	Coming

NEW YORK PARADE (6)

Magic City	Well Done	10	1/25/41

PHANTASIES CARTOONS (8)

Happy Holidays		6	Not Rev.
Little Theatre		6	Not Rev.
Schoolboy Dreams	Cute	7	10/12/40
Tom Thumb's Brother		6	Not Rev.
Wallflower		6	Not Rev.

SCREEN SNAPSHOTS (12)

No. 1 (Ken Murray)		10	11/30/40
No. 2 (Don Wilson)	Very Good	10	11/23/40
No. 3 (Ken Murray)	One of the Best	9	Not Rev.
No. 4 (Ken Murray)		10	Not Rev.
No. 5 (Bob Hope)	Excellent	10	Coming

STOOGE COMEDIES (8)

Boobs In Arms		18	Not Rev.
Cookoo Cavaliers	Silly	17	11/30/40
From Nurse to Worse	A Dud	17	8/31/40
No Census, No Feeling		18	Not Rev.

COLUMBIA 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of

WASHINGTON PARADE (6)

The Mint		10	Not Rev.
U. S. Military Academy		10	Not Rev.
U. S. Naval Academy	Splendid	10	Coming

WORLD OF SPORTS (12)

Ali the Giant Killer	Very Good	9	1/25/41
Hunting Wild Deer	Fair	9	11/30/40
Master of Cue	For Billiard Fans	10	10/12/40
Splits, Spares and Strikes		10	Not Rev.

MGM 1939-40

CARTOONS (18) (Tech.)

Bookworm Turns	Average	8	7/27/40
Fishing Bear	Clever	8	2/ 3/40
Gallopin' Gals	Excellent	8	11/ 9/40
Homeless Flea	Cute	8	11/ 9/40
Home on the Range	Cute	9	3/ 3/40
Mad Maestro	Good	8	1/20/40
Milky Way	Cute	8	7/ 6/40
Papa Gets the Bird	Cute	8	9/28/40
Peace on Earth	Definitely a "Must"	8	12/ 9/39
Puss Gets the Boot	Good	9	3/ 9/40
Rainy Day		8	Not Rev.
Romeo in Rhythm	Misses Fire	8	9/ 7/40
Swing Social	Clever	8	6/ 1/40
Tom Turkey and His Harmonica Humdinger	Fair	7	7/27/40

CRIME DOESN'T PAY (6)

Buyer Beware	Excellent	20	9/ 7/40
Jack Pot	One of the Best	19	3/30/40
Know Your Money	Excellent	21	2/ 3/40
Pound Foolish	Excellent	20	1/20/40
Soak the Old	Very Good	20	9/28/40
Women in Hiding	Excellent	22	7/ 6/40

METROSCOPIX (1)—NOT MADE

CAREY WILSON MINIATURES (9)

Ashcan Fleet	Excellent	11	10/ 7/39
Door Will Open	Unusual	11	3/30/40
Failure at Fifty	Excellent	10	10/28/39
Mendelssohn's Wedding March	For Romanticists	11	11/25/39
Miracle at Lourdes	Excellent	11	1/20/40
Old South	Interesting	10	2/ 3/40
Rumba Rhythm	Entertaining	10	9/ 2/39
Servant of Mankind	A Trailer	9	6/ 1/40
Where Turf Meets Surf	Fair	10	2/ 3/40

OUR GANG (8)

Alfalfa's Double	Chuckleseme	11	2/ 3/40
All About Hash	Fair	11	6/ 1/40
Big Premiere	Poor	10	3/30/40
Bubbling Troubles	Has Laughs	11	7/ 6/40
Captain Spanky's Showboat	Funny	10	10/14/39
Dad For a Day	Good	11	11/25/39
New Pupil	Poor	11	4/27/40
Time Out for Lessons	Fair	11	12/23/39

JOHN NESBITT PASSING PARADE (8)

Baron and the Rose	Excellent	11	9/28/40
Dreams	Interesting	10	12/ 7/40
Forgotten Victory	Interesting	9	12/30/39
Hidden Master	Fair	10	4/27/40
Trifles of Importance	Very Good	10	7/27/40
Utopia of Death	Interesting	10	11/ 9/40
Way in the Wilderness	Fine	10	7/ 6/40
XXX Medico	Excellent	10	4/27/40

PETE SMITH SPECIALTIES (13)

Cat College	Excellent	10	7/27/40
Domineering Male	Excellent	10	3/30/40
Football Thrills of 1939	For Grid Fans	10	9/28/40
Let's Talk Turkey	Swell	10	11/25/39
Maintain the Right	Very Good	10	1/20/40
Please Answer	Very Good	9	9/ 7/40
Romance of the Potato	Good	9	12/23/39
Ski Birds	Excellent	8	11/25/39
Social Sea Lions	Novel	9	7/27/40
Spots Before Your Eyes	Excellent	10	6/ 1/40
Stuffie	Swell	11	3/ 9/40
What's Your I.Q.?	Good	7½	3/ 9/40
What's Your I.Q.? No. 2	Good	9	7/ 6/40

ROBERT BENCHLEY (4)

Day of Rest	Funny	10	10/28/39
Home Movies	A Howl	9	3/ 9/40
See Your Doctor	Very Funny	8	12/23/39
That Inferior Feeling	Excellent	10	1/20/40

SPECIAL SUBJECTS

Flags Speaks	A Must	19	5/ 4/40
Northward Ho!	A Trailer	9	3/ 9/40

FITZPATRICK TRAVELTALKS (12) (Tech.)

Calling on Colombia	Standard	8	4/27/40
Day on Treasure Island	Colorful	10	9/ 9/39
Land of Alaska Nellie	Good	10	1/27/40
Modern New Orleans	Interesting	9	6/ 1/40
Natural Wonders of Washington State	Okay	10	10/28/39
Night Descends on Treasure Island	Fair	9	3/ 9/40
Old Natchez	Good	9	2/ 3/40
Quaint St. Augustine	Charming	9	11/25/39
Seattle, Gateway to the Northwest	Standard	9	3/30/40
Sitka and Juneau	Interesting	9	4/27/40
Suva, Pride of Fiji	Pleasing	9	6/ 1/40
Valiant Venezuela	Standard	9	12/23/39

MGM 1940-41

Comment	Running Time	Reviewed Issue Of
CARTOONS (18) (Tech.)		
Abdul the Bul-Bul Ameer	8	Not Rev.
Lonesome Stranger....Excellent	9	12/ 7/40
Mrs. Ladybug....Excellent	8	1/ 4/41
CRIME DOESN'T PAY (6)		
Eyes of the Navy....Excellent	22	10/19/40
Respect the Law	20	Not Rev.
You the People....Excellent	21	1/ 4/41
MINIATURES (10)		
Great Meddler....Very Good	10	1/ 4/41
Happiest Man on Earth	10	Not Rev.
Rodeo Dough....Very Good	10	12/ 7/40
OUR GANG (9)		
Baby Blues	10	Not Rev.
Fightin' Fools	10	Not Rev.
Goin' Fishin'....Standard	10	11/ 9/40
Good Bad Boys....Good	11	9/ 7/40
Kiddie Cure....Good Gang	11	12/ 7/40
Waldo's Last Stand....Flimsy	10	11/ 9/40
PASSING PARADE (9)		
American Spoken Here...Excellent	10	12/ 7/40
PETE SMITH SPECIALTIES (14)		
Penny to the Rescue	10	Not Rev.
Quicker'n a Wink ....Excellent	18	11/ 9/40
Quiz Biz	16	Not Rev.
Sea For Yourself....Holds Interest	10	1/ 4/41
Wedding Bills....Very Good	10	12/ 7/40
FITZPATRICK TRAVELTALKS (12) (Tech.)		
Alluring Alaska	10	Not Rev.
Beautiful Bali....As Usual	10	12/ 7/40
Capital City....Fair	9	9/ 7/40
Cavalcade of San Francisco....Too Late	9	9/28/40
Glimpses of Kentucky	10	Not Rev.
Glimpses of Washington State	10	Not Rev.
Haiti, Land of Dark Majesty	10	Not Rev.
Mediterranean Ports of Call	10	Not Rev.
Old New Mexico....Fair	10	11/ 9/40
Old New Orleans....As Usual	10	1/ 4/41
Red Men on Parade	10	Not Rev.
Yosemite the Magnificent	10	Not Rev.

PARAMOUNT 1939-40

Comment	Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)		
Ants in the Plants....Good	7	3/23/40
Fresh Vegetables Mystery..Clever	7	10/21/39
Snubbed by a Snob....Cute	7	5/18/40
Kick In Time....Good	7	2/24/40
Little Lambkin....Cute	7	8/17/40
You Can't Shoe a Horsefly....Cute	7	8/24/40
COLOR CRUISES (7)		
Argentina	10	Not Rev.
Chile....Fair Travelogue	10	12/16/39
Cuba	10	Not Rev.
Ecuador....Fair	10	9/16/39
Isle of Columbus	10	Not Rev.
Pacific Paradise....Interesting	10	7/13/40
Peru....Average	10	10/21/39
HEADLINERS (10)		
Artie Shaw's Class in Swing....For Swing Fans Only	10	8/26/39
Blue Barron & Orch....Good	10	6/ 8/40
Frankie Masters and His Orchestra....Entertaining	11	1/20/40
Have You Met Yvette?....Good	10	5/ 4/40
Here's Hal....Average Band Number	10	12/16/39
Jimmy Dorsey & Orch....Snappy	10	2/24/40
Moments of Charm of 1940....Very Good	11	11/ 4/39
George Olsen and His Music....Peppy	10	3/23/40
Ted Fio Rito & Orch....Good	11	11/11/39
Pinky Tomlin & Orch....Entertaining	11	8/17/40
PARAGRAPHICS (10)		
Bits of Life....Misses Fire	11	12/16/39
Busy Little Bears....Splendid	10	11/11/39
Dangerous Dollars....Informative	11	7/13/40
Not So Dumb....Excellent	10	3/23/40
Pictorial....Interesting	10	2/24/40
Pictorial No. 2....Satisfactory Filler	10	8/24/40
Public Hobby No. 1....Stamp-endous	10	9/ 2/39
Sugar Wind....Good	10	2/ 3/40
Television Preview....Interesting	10	5/18/40
Touchdown Review....Good Resume	10	1/27/40
POPEYE (12)		
Doing Impossikible Stunts..Good	7	8/17/40
Females Is Fickle....Good	7	3/23/40
Fightin' Pals	7	Not Rev.
Me Feelin's Is Hurt....Fair	7	5/ 4/40
Never Sock a Baby....Good	6	11/18/39
Nurse Mates....Fair	7	7/13/40
Onion Pacific....Satisfactory	7	6/ 8/40
Puttin' On the Act....Poor	7	8/24/40
Shakespearian Spinach...Funny	7	2/ 3/40
Stealin' Ain't Honest....Average	7	5/ 4/40
Wimmin Hadn't Oughta Drive....Excellent	7	8/24/40
Women Is a Myskery....Funny	7	6/ 8/40
POPULAR SCIENCE (6)		
No. 1....Very Good	10	9/23/39
No. 2....Very Interesting	10	11/25/39
No. 3....Interesting	10	1/27/40
No. 4....Exceptionally Interest'g	10	2/24/40
No. 5....Very Good	10	5/ 4/40
No. 6....Good	11	7/13/40

PARAMOUNT 1939-40 (Cont.)

Comment	Running Time	Reviewed Issue Of
SPORTLIGHTS (13)		
Aqua-Rhythm....Good	10	11/18/39
Blue Streak....Excellent	10	5/ 4/40
Bowling Skill....Very Good	10	2/ 3/40
Catching Whoppers....Thrilling	10	9/23/39
Cradle of Champions....Excellent	10	6/15/40
Dog Is Born....Excellent	10	11/ 4/39
Desert Adventure....Excellent	10	9/23/39
Human Fish....Excellent	10	2/24/40
Hydro-Maniacs....Exciting	10	8/26/39
Judo Experts....Excellent	10	1/20/40
Playmates of the Wild...Unique	10	5/18/40
Sink or Swim....Very Good	10	7/13/40
Two of a Kind....Fine	10	3/23/40
STONE AGE CARTOONS (12)		
Foul Ball Player....Fair	7	6/ 8/40
Fulla Bluff Man....Fair	7	8/24/40
Granite Hotel....Good	7	5/18/40
Springtime in the Rockage	7	Not Rev.
Ugly Dino....Cute	7	7/13/40
Pedagogical Institution	7	Not Rev.
Way Back When a Nag Was Only a Horse....Okay	7	3/23/40
Way Back When a Night Club Was a Stick	7	Not Rev.
Way Back When a Razzberry Was a Fruit..Fair	7	8/16/40
Way Back When a Triangle Had Its Points....Fair	7	2/24/40
Way Back When Women Had Their Weigh	7	Not Rev.
Wedding Belts	7	Not Rev.
SYMPHONIC (3)		
Blue Danube Waltz....Glorious Music	10	10/21/39
Merry Wives of Windsor..For Music Lovers	9	11/11/39
William Tell....Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)		
No. 1....Good	11	10/14/39
No. 2....Fairly Interesting	11	12/16/39
No. 3....Good	11	2/ 3/40
No. 4....Interesting	10	5/ 4/40
No. 5....Good	10	5/18/40
No. 6....Interesting	10	8/16/40

1940-41

Comment	Running Time	Reviewed Issue Of
ANIMATED ANTICS (10)		
Bring Himself Back Alive....Good	7	12/21/40
Dandy Lion....Poor	7	10/ 5/40
Mommy Loves Poppy....Average	7	11/23/40
Sneak, Snoop and Snitch..Fair	7	11/23/40
Twinkletoes Gets the Bird	7	Not Rev.
FASCINATING JOURNEYS (6) (Tech.)		
Indian Temples	10	Not Rev.
River Thames—Yesterday..Beautiful	10	11/23/40
Sacred Ganges....Dull	10	1/25/41
GABBY CARTOONS (8) (Tech.)		
All's Well....Silly	7	1/18/41
Constable....Satisfactory	7	11/23/40
King For a Day....Fair	7	10/26/40
Two for the Zoo	7	Not Rev.
Spunky's Diet	7	Not Rev.
HEADLINERS (8)		
Listen to Larry....Satisfactory	10	11/ 2/40
Johnnie Messner & Orch..Fair	11	12/21/40
Moments of Charm of 1941 (Tech.)....Pretty	10	10/ 5/40
MADCAP MODELS (6) (Tech.)		
Dipsy Gipsy	9	Not Rev.
Western Daze....Novel	9	1/11/41
PARAGRAPHICS (6)		
Breezy Little Bears....Excellent	10	1/18/41
Nature's Nursery....Excellent	10	11/ 2/40
Seeing Is Believing....Fair	11	12/ 7/40
POPEYE (12)		
Eugene, the Jeep....Funny	7	12/ 7/40
My Pop, My Pop....Amusing	7	11/ 2/40
Popeye Meets William Tell....Funny	7	10/ 5/40
Problem Pappy....Fair	7	1/25/41
Quiet Pleeze	7	Not Rev.
With Poopdeck Pappy...Entertaining	7	12/ 7/40
POPULAR SCIENCE (6)		
No. 1....Good	10	10/ 5/40
No. 2....Interesting	10	11/23/40
No. 3....Interesting	10	12/21/40
No. 4	10	Not Rev.
ROBERT BENCHLEY (4)		
Trouble With Husbands..Great Fun	11	11/16/40
Waiting For Baby	10	Not Rev.
SPECIAL CARTOON (1) (Tech.)		
Raggedy Ann....Very Good	19	12/21/40
SPORTLIGHTS (13)		
Acrobatic Aces....Excellent	10	1/25/41
Diving Demons....Beautiful Diving	10	10/ 5/40
Feminine Fitness....Very Good	10	12/21/40
Lasso Wizards	10	Not Rev.
Marine Round-up....Excellent	10	12/ 7/40
Motorcycle Stunting....Thrills Aplenty	10	11/23/40
Sporting Everglades....Very Good	10	10/26/40
UNUSUAL OCCUPATIONS (6)		
No. 1....Good	10	10/ 5/40
No. 2....Interesting	10	12/ 7/40
No. 3	10	Not Rev.

RKO-RADIO 1939-40

Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)		
Bill Poster....Very Good	8	5/25/40
Bone Trouble	9	Not Rev.
Donald's Dog Laundry...Very Funny	8	5/25/40
Donald's Vacation....A Scream	8	8/10/40
Fire Chief....Good	8	12/14/40
Goofy's Glider....Excellent	8	12/14/40
Mr. Duck Steps Out....Swell	8	5/25/40
Mr. Mouse Takes a Trip..Excellent	8	11/16/40
Officer Duck....A Scream	8	9/16/39
Pantry Pirate	8	Not Rev.
Pluto's Dream House....Excellent	8	9/14/40
Put-Put Troubles	7	Not Rev.
Riveters....A Howl	7	5/25/40
Tugboat Mickey....Excellent	8	5/25/40
Window Cleaners....A Scream	8	10/19/40
EDGAR KENNEDY (6)		
Act Your Age....Extremely Funny	18	10/ 7/39
Kennedy the Great	19	Not Rev.
Mutiny in the County	17	Not Rev.
Slightly at Sea	16	Not Rev.
'Taint Legal	16	Not Rev.
INFORMATION PLEASE (13)		
No. 1 (Rex Stout)....Like Radio Program	11	9/30/39
No. 2 (Gene Tunney)...Entertaining	10	10/28/39
No. 3 (C. B. Kelland)..Entertaining	10	11/18/39
No. 4 (Deems Taylor)...Very Good	11	12/23/39
No. 5 (Chris. Morley)..Good	11	2/10/40
No. 6 (Gene Tunney)...Very Good	10	2/17/40
No. 7 (C. B. Kelland)..Entertaining	11	4/ 6/40
No. 8 (Ruth Gordon)...Excellent	10	4/13/40
No. 9 (Elmer Davis)....Excellent	11	4/27/40
No. 10 (Deems Taylor)..Good	11	6/15/40
No. 11 (Chris. Morley)..Entertaining	11	6/15/40
No. 12 (Wendell Willkie) Willkie Appeal	10	7/13/40
No. 13 (Elmer Davis)....Amusing	9	8/10/40
LEON ERROL (6)		
Bested By a Beard	20	Not Rev.
Scrappily Married	20	Not Rev.
Truth Aches	19	Not Rev.
Wrong Room....A Howl	19	10/14/39
MARCH OF TIME (13)		
Canada at War....Interesting	18	3/ 9/40
America's Youth—1940...Satisfactory	19	4/13/40
Philippines....Interesting	19	5/11/40
U. S. Navy....Good	19	6/ 8/40
Spoils of Conquest....Good	17	8/10/40
Gateway to Panama....Okay	20	8/24/40
RADIO FLASH (8)		
Blamed For a Blonde...Very Funny	19	10/ 7/39
Chicken Feed	18	Not Rev.
Coat Tales	18	Not Rev.
Goodness a Ghost	16	Not Rev.
Twincuplets	20	Not Rev.
RAY WHITLEY (8)		
Bandits and Ballads	17	Not Rev.
Coralling a School Marm..Good	20	8/10/40
Cupid Rides the Range..Very Good	18	9/16/39
Molly Cures a Cowboy	19	Not Rev.
REELISMS (13)		
Acres of Plenty....Very Good	9	11/ 4/39
Air Army....Timely	9	4/27/40
American Royal....Excellent	9	11/18/39
Hats	9	Not Rev.
Men of Muscle....Good	9	2/10/40
Navajoland....Very Good	10	2/10/40
Nevada Unlimited....Interesting	9	9/30/39
Siege....Startling	10	2/10/40
Stray Lamb....Unusual	8	6/15/40
Streamlined....Excellent	9	8/10/40
Vacation Diary....Exhilarating	10	2/17/40
Week End	9	Not Rev.
West Wall....Informative	10	12/23/39
SPORTSCOPES (13)		
Aquapoise....Swell	9	2/10/40
Arrow Points....Good Archery	8	9/14/40
Court Favorites....Interesting	10	4/27/40
Flycasting....Interesting	9	4/ 6/40
Gun Play....Fair	9	9/30/39
Hunting Hounds....Very Interesting	9	11/ 4/39
Hurdle Hoppers....Splendid	9	6/15/40
Ice Cutters....Good	9	11/ 4/39
Pennant Chasers....For Baseball Fans	9	4/ 6/40
Silent Wings....Interesting	10	6/15/40
Sky Game....Excellent	9	12/23/39
Trouble Shooter....For Golfers	9	9/14/40
Winter Playground....Splendid	9	12/ 9/39

1940-41

Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)		
EDGAR KENNEDY (6)		
Drafted in the Depot	19	Not Rev.
Sunk by the Census....Funny	18	9/14/40
Trailer Tragedy....Funny	17	10/19/40
INFORMATION PLEASE (13)		
No. 1 (Anna Neagle)....Excellent	11	9/14/40
No. 2 (Ruth Gordon)....Good	10	10/19/40
No. 3 (Alice Marble)....Swell As Usual	10	11/16/40
No. 4 (Louis Bromfield)..Excellent	11	12/14/40
No. 5 (Wendell Willkie)	10	Not Rev.

RKO-RADIO 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of
LEON ERROL (6)			
He Asked for It	Very Funny	18	9/14/40
Tattle Talevision	Funny	19	11/16/40
MARCH OF TIME (13)			
On Foreign Newsfronts	Fair	19	9/21/40
Britain's R.A.F.	Very Informative	18	10/ 5/40
Mexico	Timely and Informative	19	10/26/40
Arms and the Men—U.S.A.	Timely	19	11/23/40
Labor and Defense—1941	Excellent	19	12/21/40
Uncle Sam—Non-Belligerent	Excellent	19	1/18/41
RAY WHITLEY (4)			
Bar Buckaroos	Good	16	11/16/40
PICTURE PEOPLE (13)			
No. 1	Interesting	10	9/14/40
No. 2	Good	9	10/19/40
No. 3	Night Club Plug	10	11/16/40
No. 4	Good	10	12/14/40
No. 5		10	Not Rev.
SPECIAL SUBJECT			
Growing Up (Quins)	18 Wide Appeal	18	12/14/40
SPORTSCOPES (13)			
Kentucky Royalty	For Horse Lovers	9	10/19/40
Quail Quest	Good	9	9/14/40
Snow Eagles		9	Not Rev.
Snow Fun	Exhilarating	9	12/14/40
Sportsman's Partner	For Dog Lovers	9	11/16/40

REPUBLIC

MEET THE STARS (12)			
Chinese Garden Festival	Good Starter	10	12/21/40

20th CENTURY-FOX 1939-40

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Conquering the Colorado	Exciting	11	8/19/39
Filming the Fleet	Exceptional	10	9/23/39
Sky Fighters	Excellent	10	12/ 9/39
Sanctuary of Seals	Unique	10	6/ 8/40
DRIBBLE PUSS PARADE—LEW LEHR (6)			
Cheerio My Dears		9	Not Rev.
Labor Savers	Amusing	9	3/30/40
Monkeys Is the Cwaziest People	Riot of Laughs	10	9/30/39
Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)			
For Going Places	Natural For Women	10	9/23/39
For Outdoors	Excellent	10	3/30/40
For Play Hours	Excellent	10	2/24/40
No. 8		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Aghileen Pinnacles	Excellent	11	10/14/39
Birthplace of Icebergs	Remarkable	11	8/19/39
Climbing the Spirit's Home	Interesting	10	3/30/40
Evergreen Empire	Interesting	10	9/23/39
Flying Stewardess		10	Not Rev.
Isles of the East	Excellent	9	6/ 1/40
Kangaroo Country	Interesting	10	12/ 9/39
Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)			
Action on Ice		10	Not Rev.
Big Game Fishing	Exciting	10	9/16/39
Clocking the Jockeys	Interesting	11	10/14/39
Following the Hounds	Outstanding (Tech.)	10	2/24/40
Over the Seven Seas	Fine	10	3/30/40
Top Notch Tennis	Good	10	2/24/40
TERRYTOONS (26) (10 in Tech.)			
All's Well That Ends Well	Fair	7	4/ 6/40
Catnip Capers	Good	7	6/ 8/40
Dog in a Mansion	Good	7	2/24/40
Edgar Runs Again	Very Good	7	2/24/40
First Robin (Tech.)		7	Not Rev.
Golden West	Clever	7	8/19/39
Hare and Hounds		7	Not Rev.
Harvest Time	Clever	7	2/24/40
Hitch-Hiker		7	Not Rev.
Hook, Line and Sinker (Tech.)		7	Not Rev.
Ice Pond		7	Not Rev.
It Must Be Love		7	Not Rev.
Just a Little Bull (Tech.)		7	Not Rev.
Love in a Cottage		7	Not Rev.
Much Ado About Nothing	Good	7	4/ 6/40
One Mouse in a Million	Fair	7	12/ 9/39
Orphan Duck (Tech.)	Diverting	7	10/14/39
Professor Offkeyski	Good	7	6/ 1/40
Rover's Rescue		7	Not Rev.
Rupert the Runt		7	Not Rev.
Sheep in the Meadow	Satisfactory	7	10/14/39
Swiss Ski Yodelers	Clever	7	6/ 1/40
Two Headed Giant (Tech.)	Good	7	8/19/39
Watch Dog		7	Not Rev.
Wicky Wacky Romance	Very Good	7	12/ 9/39
Wot's All the Shootin' For		7	Not Rev.

20th CENTURY-FOX 1940-41

	Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Midget Motor Mania	Unusual	10	10/12/40
Modern Highway		10	Not Rev.
Training Police Horses		10	Not Rev.
FASHION FORECASTS (4) (Tech.) ANNOUNCED—NOT MADE			
LEW LEHR COMEDIES (4)			
Grunters and Groaners	Tiresome	10	8/10/40
Tale of Butch the Parrot		10	Not Rev.
MAGIC CARPET OF MOVIETONE (8)			
Eskimo Trails	Enlightening	10	8/10/40
Isle of Mystery		10	Not Rev.
Land of Flowers (Tech.)	Colorful	9	8/10/40
Old Dominion State	Very Good (Tech.)	10	11/30/40
RIPLEY'S BELIEVE IT OR NOT (4)			
Acquitted by the Sea	Excellent	10	10/12/40
SPORTS REVIEWS—THORGERSEN (6) (3 in Tech.)			
Bowling for Strikes	Great for Bowlers	10	10/12/40
Lure of the Trout (Tech.)	For Fly Casters	10	11/30/40
Rodeo Goes to Town		10	Not Rev.
Symphony in Snow		10	Not Rev.
Vacation Time (Tech.)	OK	8	8/10/40
TERRYTOONS (26) (13 in Tech.)			
Bill Mouse's Akwakade (Tech.)	Excellent	7	8/10/40
Club Life in the Stone Age		7	Not Rev.
Hairless Hector		7	Not Rev.
Happy Haunting Grounds		7	Not Rev.
Home Guard		7	Not Rev.
How Wet Was My Ocean (Tech.)	Excellent	7	10/12/40
Landing of the Pilgrims (Tech.)	Good Now	7	11/30/40
Lucky Duck (Tech.)		7	Not Rev.
Mississippi Swing		7	Not Rev.
Magic Pencil	Poor	7	12/ 7/40
Plane Goofy (Tech.)	Fair	7	12/ 7/40
Snow Man		7	Not Rev.
Temperamental Lion (Tech.)		7	Not Rev.
Touchdown Demons	Amusing	7	10/ 5/40
What a Little Sneeze Can Do		7	Not Rev.
When Knights Were Bold		7	Not Rev.

UNIVERSAL 1939-40

CARTUNES (13) WALTER LANTZ (Tech.)			
A-Haunting We Will Go	Pretty Good	7	7/15/39
Andy Panda Goes Fishing	Fair	9	2/10/40
Kittens' Mittens	Good	9	2/24/40
Life Begins For Andy Panda	Amusing	9	9/30/39
100 Pygmies and Andy Panda	Good	7½	5/11/40
Scrambled Eggs	Cute	8	12/30/39
Sleeping Princess	Good Fun	7	12/ 2/39
Tom Thumb, Jr.	Cute	8	4/ 6/40
GOING PLACES (15)			
Man-Made Jungle (66)		10	Not Rev.
In The Heart of Africa (67)	Very Good	9	10/21/39
Funny Birds—Here And There (68)	Excellent	9	10/21/39
Playground Of The Antilles (69)	Interesting	9	12/23/39
Delicacy On A Half Shell (70)	Very Good	9	12/30/39
Strange American Animals (No. 71)	Interesting	9	2/10/40
Rhodesia (No. 72)	Good	9	4/ 6/40
Working On The Railroads — The Country Goes To The Dogs (73)	Excellent	9	3/30/40
Barbados (No. 74)	Interesting	9	4/20/40
Death Valley (No. 75)	Fascinating	10	4/20/40
Pretzels—Goat Farms (76)	Good	9	5/11/40
Parlor Buckaroos (77)	Interesting	10	6/22/40
Curacao (No. 78)	Timely	9	6/22/40
Coast Of Curiosities (79)		9	Not Rev.
Down El Paso Way (80)		10	Not Rev.
MUSICALS (13)			
Boy Meets Joy	Good Diversion	20	9/ 2/39
Bullets and Ballads	Good	18	2/17/40
Folies Parisienne	Just Fair	18	4/20/40
Honolulu Bound		18	Not Rev.
I Dream of Jeannie with the Light Brown Hair	Fair	17	9/21/40
International Revels	Okay Filler	18	4/ 6/40
Naughty Nineties	Pleasing	18	6/22/40
Rhythm Jamboree	Fair Vaudeville	18	2/10/40
Rhumba Land	Good Vaudeville	18½	12/ 2/39
Snow Follies	Light Fare	19	12/30/39
Swing Hotel	Diverting	17	10/21/39
Swingin' in the Barn	Rustic Rhythm	19	6/22/40
Varsity Vanities	Swing Session	18	8/ 3/40
SPECIAL SUBJECT (1)			
March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)			
No. 66	Very Good	10	9/23/39
No. 67	Good	10	10/21/39
No. 68	Interesting	9	10/21/39
No. 69	Good	9	12/23/39
No. 70	Average	9	12/23/39
No. 71	Good	9	2/ 3/40
No. 72	Average	9	4/ 6/40
No. 73	Interesting	9	4/ 6/40
No. 74	Good	9	4/20/40
No. 75	Good	9	4/20/40
No. 76	Good	9½	5/11/40
No. 77	Good	9	6/22/40
No. 78	Average	9	6/22/40
No. 79		9	Not Rev.
No. 80		9	Not Rev.

UNIVERSAL 1940-41

	Comment	Running Time	Reviewed Issue Of
CARTOONS (13) (Tech.)			
Crazy House	Satisfactory	8	10/12/40
Knock, Knock	Very Good	8	11/30/40
Mouse Trapper		7	Not Rev.
Recruiting Daze	Fair	8	11/ 2/40
Syncopated Sioux	Clever	7	12/28/40
GOING PLACES (15)			
No. 81 (Coast Guard)	Interesting	10	9/21/40
No. 82 (Sun Valley)	Good	10	10/12/40
No. 83 (Arizona)	Interesting	10	10/12/40
No. 84 (Melting Pot of the Caribbean)	Good	10	12/28/40
No. 85 (Hunting on Top of the World)	Fascinating	9	12/28/40
No. 86 (South of the Border)		10	Not Rev.
MUSICALS—TWO REEL (13)			
Beat Me Daddy-Eight to the Bar		17	Not Rev.
Class in Swing	Good Variety	16	10/12/40
Congamania	Latin Liveliness	20	11/30/40
Tickled Pinky	Rustic Rhythm	18	1/ 4/41
Torrid Tempos	Entertaining	18	11/30/40
SPECIAL SUBJECT (1)			
Swing with Bing	Excellent	18	4/13/40
STRANGER THAN FICTION (15)			
No. 81	Good	9	9/21/40
No. 82	Average	9	10/12/40
No. 83	Average	9	10/12/40
No. 84	Good	9	11/30/40
No. 85	Excellent	9	12/28/40
No. 86		9	Not Rev.

VITAPHONE-WARNER BROS. 1939-40

BROADWAY BREVITIES (10)			
Alex in Wonderland		20	Not Rev.
Double or Nothing	Amusing	20	2/17/40
Ice Frolics	Entertaining	20	9/30/39
One for the Book	Entertaining	20	12/30/39
Public Jitterbug No. 1		18	Not Rev.
Remember When	Swell Entertainment	20	9/ 2/39
Slapsie Maxie's	Perfect Clowning	17	8/26/39
Spills for Thrills	Excellent	19	7/ 6/40
World's Fair Junior	Just Fair	20	11/ 4/39
Young America Flies	Excellent	22	7/27/40
COLOR PARADE (10)			
American Saddle Horses	Interesting	10	11/25/39
Famous Movie Dogs	Excellent	10	7/27/40
Gun Dog's Life	Sure to Please	10	5/18/40
Mechanix Illustrated #1	Good	10	9/ 2/39
Mechanix Illustrated #2		10	Not Rev.
Mechanix Illustrated #3	Interesting	10	2/17/40
Mechanix Illustrated #4	Interesting	10	6/15/40
Men Wanted	Interesting	10	4/13/40
New Horizons	Good	10	12/30/39
The Valley	Interesting	10	7/ 6/40
FEATURETS (Tech.) (8)			
Cinderella's Feller	Excellent	16	6/15/40
Monroe Doctrine	Excellent	16	10/28/39
Old Hickory	Outstanding	17	12/30/39
Pony Express Days	Excellent	19	7/ 6/40
Royal Rodeo	Entertaining	15	11/25/39
Service with the Colors	Sure-Fire	20	8/31/40
Singing Dude	Excellent	18	4/13/40
Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)			
Africa Squeaks	Hilarious	7	2/24/40
Ali Baba Bound		7	Not Rev.
Chewin' Bruin	Amusing	7	6/15/40
Film Fan	Excellent	7	1/ 6/40
Jeepers Creepers	Funny	7	10/ 7/39
Naughty Neighbors	Good	7	11/ 4/39
Patient Porky	Good Diversion	7	8/31/40
Pied Piper Porky	Good	7	11/25/39
Pilgrim Porky	Clever	7	4/13/40
Porky's Baseball Broadcast	Funny	7	7/ 6/40
Porky's Hotel	Good	7	2/ 3/40
Porky's Last Stand		7	Not Rev.
Porky's Pony Express		7	Not Rev.
Porky's Poor Fish		7	Not Rev.
Porky the Giant Killer		7	Not Rev.
Slap Happy Pappy		7	Not Rev.
You Ought to Be In Pictures	Novel	7	5/18/40
MELODY MASTERS (10)			
Dave Apollon	Average Musical	10	2/24/40
Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
Dipsy Doodler	Swingy	10	5/18/40
Woody Herman		10	Not Rev.
Vincent Lopez	Lively	10	9/23/39
Dzzie Nelson	Good	10	6/15/40
Romance in Rhythm	Satisfactory	10	4/13/40
Rubinoff and Orch	Good	10	11/ 4/39
Swing Styles	Good	10	8/26/39
Symphony of Swing	Satisfactory	10	12/ 2/39

VITAPHONE-WARNER BROS. 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
MERRIE MELODIES (26) (Tech.)			
Bears' Tale		7	..Not Rev.
Busy Bakers		7	..Not Rev.
Ceiling Hero		7	..Not Rev.
Circus Today	Clever	7	.. 7/ 6/40
Confederate Honey		7	..Not Rev.
Cross Country Detours	A Knockout	7	.. 4/13/40
Curious Puppy		7	..Not Rev.
Early Worm Gets the Bird		7	..Not Rev.
Egg Collector		7	..Not Rev.
Elmer's Candid Camera		7	..Not Rev.
Fagin's Freshmen	Amusing	7	..11/25/39
Fresh Fish	Swell	7	..11/ 4/39
Gander at Mother Goose	Good	7	.. 5/18/40
Ghost Wanted	Amusing	7	..10/26/40
Good Egg		7	..Not Rev.
Hardship of Miles Standish		7	..Not Rev.
Land of the Midnight Fun	Superb	7	.. 9/23/39
Little Blabbermouse	Amusing	7	.. 8/ 3/40
Little Lion Hunter		7	..Not Rev.
Mighty Hunters	Pleasing	7	.. 2/17/40
Screwball Football	Swell Cartoon	7	..12/30/39
Sioux Me	Clever	7	.. 9/ 9/39
Sniffles and Bookworm	Cute	7	.. 2/24/40
Sniffles Takes a Trip		7	..Not Rev.
Tom Thumb in Trouble	Cute	7	.. 6/15/40
Wild Hare		7	..Not Rev.
SPECIAL RELEASE			
Cavalcade of Academy Awards	Fan Appeal	31	.. 5/18/40
VITAPHONE VARIETIES (6)			
All Girl Revue		7	..Not Rev.
No Parking	Fairly Funny	10	.. 4/13/40
Organ Novelty	Fair	9	..11/11/39
Radio and Relatives		10	..Not Rev.
Sword Fishing	Exciting	10	..10/ 7/39
Vote Trouble	Laughs	10	.. 8/26/39

1940-41

BROADWAY BREVITIES (9)			
Alice in Movieland	Superlative	20	..11/30/40
Dog In the Orchard	Meritorious	20	.. 1/18/41
Just a Cute Kid		20	..Not Rev.
Mack Sennett Revival		20	..Not Rev.
ELSA MAXWELL COMEDIES (3)			
Mack Sennett Revival		20	..Not Rev.
Lady and the Lug		19	..Not Rev.
Riding Into Society	T'Ain't Funny	19	.. 8/31/40
Throwing a Party		20	..Not Rev.
HOLLYWOOD NOVELTIES (10)			
History Repeats Itself	Good	10	.. 9/30/39
Football Highlights	Rockne Build-up	10	.. 8/31/40
Mexican Jumping Beans	Very Good	10	..11/30/40
Shark Hunting	Exciting	10	.. 8/ 3/40
LOONEY TUNES (16)			
Calling Dr. Porky		7	..Not Rev.
Pre-Historic Porky	Clever	7	..11/ 2/40
Porky's Hired Hand	Good	7	..12/28/40
Porky's Snooze Reel		7	..Not Rev.
Sour Puss	Satisfactory	7	..11/30/40
Timid Toreador	Good	7	.. 1/18/41
MELODY MASTERS (10)			
Henry Busse & Orch.	Good	10	..11/30/40
Skinny Ennis & Orch.	Good	10	..12/28/40
Jan Garber & Orch.		10	..Not Rev.
Matty Malneck	Snappy	10	.. 8/ 3/40
Joe Reichman & Orch.	Excellent	10	..11/ 2/40
MERRIE MELODIES (26) (Tech.)			
Bed Time for Sniffles		7	..Not Rev.
Elmer's Pet Rabbit	Funny	7	..12/28/40
Fighting 69½	Good	7	.. 1/18/41
Good Night Elmer		7	..Not Rev.
Holiday Highlights	Swell Satire	7	..11/ 2/40
Malibu Beach Party	Grade A	7	.. 8/31/40
Of Fox and Hound		7	..Not Rev.
Shop, Look and Listen	Good	7	..12/28/40
Stage Fright	Satisfactory	7	..10/26/40
Wacky Wildlife	Funny	7	..12/ 7/40
TECHNICOLOR SPECIALS (6)			
Flag of Humanity	Splendid	20	..10/26/40
March on Marines	Excellent	20	..12/28/40
Meet the Fleet	Excellent	20	.. 1/18/41
SPECIAL SUBJECT			
Christmas Under Fire	Heart Appeal	10	.. 1/18/41
London Can Take It	Powerful	10	..10/26/40
SPORTS PARADES (10)			
California Thoroughbreds	Interesting	10	..12/28/40
Diary of a Racing Pigeon	Interesting	10	..12/ 7/40
Dogs You Seldom See	Good Novelty	10	.. 8/31/40
Fly Fishing	For Anglers	10	..10/26/40

MISCELLANEOUS

	Comment	Running Time	Reviewed Issue Of
Aida (Guaranteed)	For Music Lovers	9	.. 5/11/40
Ave Maria (Malchain)	Impressive	10	.. 7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	..11/ 4/39
In the Bank (King of Comedy Pictures)	Still Good	19	..11/16/40
Memory Lingers On No. 2 (Progress)	Excellent	10	.. 8/ 5/39
Norway's Fate (Hoffberg)	Fair	10	.. 5/18/40
On the Trail of the Tarpon (N. Y. Zoological Society)	Thrilling	11	.. 1/13/40
Paper Hanger (King of Comedy Pictures)	Delightful	19	.. 3/ 2/40
Rembrandt (Malchain)	Fascinating	11	.. 7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	.. 7/ 1/39
Xochimilco (Atlas)	Entertaining	11	.. 1/13/40

SERIALS 1939-40

Dist and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
Deadwood Dick	15 Chaps.	7/20/40
Green Archer	15 Chaps.	11/ 2/40
The Shadow	15 Chaps.	1/13/40
Terry and the Pirates	15 Chaps.	4/20/40

SERIALS 1939-40 (Cont.)

Dist and Title	No. Chaps.	Reviewed Issue of
REPUBLIC		
Adventures of Red Ryder	12 Chaps.	6/15/40
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39
Winners of the West	15 Chaps.	5/11/40

1940-41

Dist and Title	No. Chaps.	Reviewed Issue of
REPUBLIC		
King of the Royal Mounted	12 Chaps.	8/17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40

CLASSIFIED ADVERTISING

Ten cents per word. No charge for name and address. Five insertions for the price of three. Money order or check with copy. Classified ads will appear as soon as received unless otherwise instructed. Address: Classified Dept., SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

BOOKS

SYSTEMATIZING THEATRE OPERATION, a condensed, easy-to-read book covering every important phase of theatre operation. Written by "Chick" Lewis. Sent postpaid upon receipt of $1.00 in cash, check or money order. Address, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

PUBLISHER'S CLOSE-OUTS — CAMERON'S "SOUND PICTURES TROUBLE SHOOTERS MANUAL," 1200 pages, $2.95; "Motion Pictures with Sound," $2.95; "Servicing Sound Equipment," $1.95; "Amateur Taking —Showing Pictures," $1.49; "Talking Movies," 39c; Richardson's "Blue Book on Sound," $1.49; "Building Theatre Patronage," $1.95. S. O. S. Cinema Supply Corp., 636 Eleventh Ave., New York City.

BOOTH EQUIPMENT

NEW ONE KILOWATT HIGH INTENSITY ARCS, $195.00; Rebuilt Double Fifty Oxide Rectifiers, $225.00; carbon waste cans, $1.39; English Suprex Carbons, 5mm/6mm Combination, $10.00 per 100 sets; Bench Rewinds, $4.95 set. TRADES TAKEN. S. O. S. Cinema Supply Corp., 636 Eleventh Ave., New York City.

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SELL THEATRE EQUIPMENT DURING SPARE TIME, MONTHLY PAYMENTS. Projectionists, Managers, make good commissions. Box 516, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

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JUST SAY CHARGE IT! SAVE ALL YEAR ROUND—Beaded Sound Screens, sq. ft. 37½c; 2000 ft. Steel Reels, 49c; Mazda Lamps over $5.00, Discount 15%; Simplex Replacement Parts, Discount 36/10%; Fifty Slide Mats, 79c; Pin Pushers, Sprocket Pullers, 98c; Pint Film Cement, 79c; Photocells, $2.95. S. O. S. Cinema Supply Corp., 636 Eleventh Ave., New York City.

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GIVE OUT WITH NEW SOUND—Trade old soundheads for direct-drive GYROSTABILIZERS; old amplifiers for 1941 INVERSE FEEDBACK MODELS; old speakers for MULTICELL SYSTEMS. Big allowances NOW. $10.00 Monthly, no down payment. S. O. S. Cinema Supply Corp., 636 Eleventh Ave., New York City.

WANT TO EQUIP A NEW THEATRE? Projection, Sound, Drapes, Chairs at bottom prices. Two years to pay, trades taken. S. O. S. Cinema Supply Corp., 636 Eleventh Ave., New York City.

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BINGO CARDS $1.50 per thousand DIE CUT in 10 thousand lots; $1.75 per thousand in 5 thousand lots; $2.00 per thousand in 1 to 5 thousand lots. S. Klous, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

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WILL BUY THEATRE IN ARKANSAS, large or small town. H. J. Blocker, Vandervoort, Arkansas.

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AFTER INVENTORY CLOSE-OUTS—LESS THAN COST—Western Electric 555 Units, Jensen Tweeters, $9.95; Soundheads, Amplifiers, $9.95; Portable Sound Projectors, $59.50; Simplex Intermittents, $6.95; Sound Opticals, $4.95; Good Chairs, 75c; Lenses, $2.95; Low Intensity Arcs, $24.50; Mazda Transformers, $9.95. S. O. S. Cinema Supply Corp., 636 Eleventh Ave., New York City.

STANDARD MAKE CHAIRS, 75c up. VENEERS, PANEL BACKS, SQUABS, SPRING, any pitch or width. BARGAIN LIST. Independent Seating Co., 547 West 46th St., New York City.

PAIR LATE S.O.S. PORTABLES, 35 mm. Complete. Perfect condition. Like new. Half price. Lloyd Johnson, Box 313, Corbin, Kentucky.

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Redskins on the warpath...pioneers on the march...in a chapter show made for ALL your patrons...on the showmanly theory that ALL action fans will go for exciting, well-produced serial entertainment!



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in

"WHITE EAGLE"

COLUMBIA PICTURES

RAYMOND HATTON-DOROTHY FAY

Screen play by Arch Heath, Morgan B. Cox, John Cutting, Lawrence E. Taylor • Directed by JAMES W. HORNE

A Columbia Chapter-Play

RELEASED JANUARY 31!

SHOWMEN'S TRADE REVIEW

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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Vol. 34 No. 2

February 1
1941

Presenting

The Show Builder

New Monthly Short Subject Service Feature

Equipment & Maintenance

Monthly Product
Check-up and Summary

BELOW: "GWTW" returns to the Capitol, N. Y. and tops road-show records! Held over!



"THE SAME AS LAST YEAR!"

N. Y. TIMES, JAN. 27, 1941

Cut in Prices Brings Gain For 'Gone With the Wind'

"Gone With the Wind" registered 10,432 more paid admissions on the first two days, last Thursday and Friday, of its return engagement at the Capitol than in the comparable period when it first opened at the theatre in December, 1939.

Matinee receipts were $1,017 above the original receipts, notwithstanding that current admissions represent a 50 per cent reduction in the original price scale.

Attendance increases of 30 per cent and increases of from 10 to 15 per cent in receipts also were reported in Cleveland, Ohio; Worcester, Mass.; Bridgeport, Conn., and other representative cities, according to Metro-Goldwyn-Mayer, the distributors.

(Yes, Mr. Exhibitor. The Miracle of Show Business is exceeding even the wildest dreams in its return at reduced prices. Crowds! New records! Hold-overs everywhere! Put "Gone With The Wind" on your marquee. It's magic!)

The Editorial Page

The Show Builder

Exactly four years ago SHOWMEN'S TRADE REVIEW inaugurated its first special short subject department as a weekly service. This week, and once each month hereafter, the idea is given still greater emphasis through the introduction of an enlarged section to better cover this important phase of program building.

The reason for the change is obvious. By carrying this expanded service once a month we are able to give the subject far more space. And by so doing we can elaborate on each and every angle connected with the buying, booking and advertising in a more far-reaching way.

We invite your inspection and criticism of this new exhibitor-service in STR.

▲ ▲ ▲

Words of Wisdom

It's too bad every theatreman, circuit, independent or paid manager, couldn't hear W. G. Van Schmus, managing director of Radio City Music Hall, when he addressed the AMPA membership in New York last week. Unfortunately, Mr. Van (as he is best known around New York) didn't make a prepared speech so that we could get a copy and reprint it in full.

However, much of what he said fell on many receptive ears, but Mr. Van's sage counsel would have found an even warmer welcome had there been more theatremen present, especially the things he said about theatre advertising.

No truer words were ever uttered than those thoughts he expressed about theatre advertising and the ill-advised use of superlatives. These, he pointed out, were so overdone it is not surprising that the public refuses to be excited about the exaggerated claims made for every picture that comes along whether it be a great picture or a cluck.

Mr. Van was, unquestionably, one hundred per cent right. And perhaps he was again right when he said that this mistaken form of approach might well be one of the reasons for the absence of those thirty million who are supposed to be staying away from our theatres.

Consideration of the huge success of the Music Hall, with its restrained but dramatic form of advertising might prompt theatremen everywhere to give some serious thought to revamping their newspaper style and stick to telling their patrons the kind of picture that is playing, rather than making extravagant but vague claims via a lot of shouting adjectives. And besides, how can you expect people to believe a rave ad on a picture deserving such advertising when they've been reading the same raves about everything you play including weak sisters?

Although there has been a most gratifying improvement in the general merchandising of pictures the same cannot be truthfully said about theatre newspaper advertising. Yet, as the first line of attack for patronage it is far from being as effective as it should be and won't be until theatremen and all others responsible for this phase of show-selling change their tactics and their copy.

▲ ▲ ▲

Not So Funny

Last week's issue of LIFE shows a picture of a theatre front in a small California town on which the marquee sign boldly proclaims: "*5 Free Turkeys also 2 Lousy Features.*" Front of the marquee read: "*Two Features Too Lousy To Mention.*"

It is incidents like this that kick the whole industry in the pants and it requires no stretch of the imagination to understand how harmful such a piece of detrimental publicity can be when you stop to realize that nearly three million copies of this magazine are sold weekly.

The brief text accompanying the photo went on to say that apparently the five free turkeys proved a good drawing card because attendance was good. We don't agree at all. The two pictures playing were far from the worst of their particular class, and it is our honest opinion that the pictures did draw business despite the so-called exhibitor's idea of calling them names.

It may have been one hell of a joke to the theatreman when he pulled it but for the industry as a whole it is far from funny.

▲ ▲ ▲

Fighting ASCAP

Outstanding in exhibitor unity against the ASCAP seat tax has been that magnificent fight put forward by theatremen in the State of Washington. Since 1935 they have been pounding away at this unwarranted racket and through their efforts the fight reached the stage where on December 23, 1940, a Federal Court decision declared that Ascap was "an illegal combination in restraint of trade."

Why all the other exhibitor organizations, state and national too, haven't made a more aggressive fight against this seat tax, is a mystery which only their leaders may be able to answer. But it remained for the battling exhibitors of Washington to show the way.

—*"CHICK" LEWIS.*

FEB -3 194
©CIB 486048

'U' May Start Season in May

Plans Sales Meet for Feb. 8-10 in Chicago

In order to meet the competition of the "Big Five" which plan to push ahead their schedules to June or July, Universal is preparing to launch its selling season in May, according to reports. The two other members of the "Little Three," Columbia and United Artists, will possibly have to follow a similar policy in order to compete with the early selling season of the other five majors.

Early sales conventions are contemplated by all companies because of the fact that the five consenting companies must have at least one block of five pictures ready for screening by Sept. 1, when the consent decree becomes effective.

General Sales Manager William A. Scully this week announced a mid-winter sales meet to be held Feb. 8-9-10 in Chicago at the Blackstone Hotel.

Meanwhile, in his annual report to stockholders this week, J. Cheever Cowdin, chairman of the board, announced that Universal and its subsidiaries, completing their first full year under war conditions in many of their principal foreign markets, earned a consolidated net profit of $2,390,772 in the fiscal year ended Nov. 2, 1940. This represents a gain of 107 per cent over consolidated net income of $1,153,321 in the preceding fiscal year, and is said to be a continuation of the upward trend in earnings initiated following the change in management five years ago.

MGM Sales Plans Nearly Ready

Will Be Completed in Few Weeks, Says Rodgers

Chicago—Plans of MGM for selling under the consent decree are being rounded into shape and will be completed within the next few weeks, it was said here last week-end by William F. Rodgers, the company's sales head, following his arrival from studio conferences.

Before departing for New York, he said that the company's policy on shorts for 1941-42 had not as yet been determined. As to the business outlook, he characterized it "encouraging," and said the pictures now in work at the MGM lot would rank with the best his company has ever produced.

Rites for Williams

Omaha — Funeral services for Charles E. Williams, 73, late president of the MPTO of Nebraska and Western Ohio, were held here Wednesday, with industry leaders here and throughout the midwest among the mourners.

NEWSREELS PROTEST

Protests against Army restrictions on defense clips are reported to have been lodged by newsreel executives last week, with Washington expected to take a hand in ironing out the matter. Permission to cover the departure of Army troops for the new Newfoundland base and the aerial maneuvers last week was denied the newsreels, whose protests arise from the fact that both received liberal photographic coverage in the press.

All AAA Clerks Now Appointed

The second session of the school for arbitration clerks started this week and the balance of the appointees was also announced. While it had first been decided that there would be no clerk appointed for the New York area, it was decided later that J. Noble Braden, executive secretary of the American Arbitration Association, would be overburdened. Charles J. Wall was named clerk for the New York tribunal.

Additional appointments announced are as follows: J. P. Nelson, Pittock Block, Portland, Ore.; Robert Elliot, Standard Building, Albany; Edward Spitznagel, Chamber of Commerce, Buffalo; Joseph C. Wright, Liberty Life Building, Charlotte; John F. Sullivan, The Rookery, Chicago; Lorenz Lemper, Chamber of Commerce, Cincinnati; Luke Lyman, Standard Building, Cleveland; Jack W. Harmon, Shrine Building, Memphis; Oliver F. Bishop, Second National Bank Bldg., New Haven; Charles Blomquist, Baronne Building, New Orleans; Charles S. Wall, U. S. Rubber Bldg., New York City; William A. Livingston, Investment Building, Pittsburgh.

Calls State Taxes Danger

Kuykendall Urges Action To Prevent Further Levies

State taxes on admissions are threatening to become a serious problem, according to Ed Kuykendall, president of the MPTOA, who in a bulletin issued this week, urges "concerted action on the part of exhibitors in those states." The MPTOA chieftain also talks of the consent decree, emphasizing that "no exhibitor cooperation or participation is required by the consent decree" but adding that "the restriction on licensing motion pictures are imposed entirely upon the distributors who submitted to it and will be carried out by them whether we like it or not."

Regarding the tax situation, Kuykendall urges that exhibitors place the situation before legislators, pointing out to them that the industry is willing to bear its share of the burden of defense taxes but that it cannot add to these local taxes without suffering a loss in revenue. He adds that the theatre owner is faced with a choice of adding the taxes to the box office scale, which will always cause a decrease in the number of admissions with a consequent decrease in gross or he can absorb the tax himself which, of course, amounts to a loss since "it is usually several times the next profit which can be realized from a *successful* theatre operation."

Caldwell's Theatre Opens

Wally Caldwell's new Esquire Theatre in downtown Toledo opened on Thursday night of this week.

Urges Truth in Advertising

Radio City Music Hall Managing Director Declares False Claims for Pictures Harmful to Good Business

Declaring that exhibitors must keep faith with their public, and criticizing the use of superlatives in advertising when a picture doesn't deserve it, W. G. Van Schmus, managing director of Radio City Music Hall, told a large gathering at an AMPA luncheon in the Hotel Edison last week that false claims are harmful to good business.

The value of really good pictures is pulled down by advertisements that describe both good and bad pictures with glowing adjectives and extreme superlatives, Van Schmus said, because the public has been fooled by the ad copy in the mediocre program. Pointing out that successful merchants have learned to take the attitude that the public is smarter than they are, and that therefore bad merchandise cannot be disposed of through misleading advertising, the Music Hall executive declared the same idea should be applied to theatres.

Against the advice of several associates, he continued, he adopted the policy of making no false claims of any kind in 1934. He gave the new policy a month's trial, and in that time it became so successful it was decided to continue it permanently. Today, Van Schmus said, Music Hall newspaper ads are used as a model all over the country.

In introducing Van Schmus, Monroe Greenthal, UA advertising and exploitation chieftain, told the AMPA that in the last eight years the Music Hall has grossed $35,000,000 and has played to 48,112,000 persons. He described Van Schmus as "the grand old man of theatre business." Members of the house staff "who make the theatre tick" were introduced by Gus S. Eyssell, assistant managing director.

Approximately 250 persons attended the luncheon.

Miami Ready For Premiere

"Back Street" Opening To Be Gala Event

Miami Beach—Over 150 newspaper columnists and critics representing key situations throughout the country, trade paper representatives, Universal home office and studio representatives, and many other important industry personages will arrive here early next week for a round of gala festivities, highlight of which will be the dual world premiere of Universal's "Back Street" at the Lincoln and Cameo Theatres on Tuesday evening, Feb. 4.

Allied, NSS Tie Up on Commercial Shorts

Washington—Having been in negotiation for several months, a tieup between Allied and National Screen Service, whereby member theatres will be furnished with commercial short subjects, was concluded here this week by the Allied Board. According to the plan, each theatre playing the advertising reels will receive $3 for each thousand admissions. The treasuries of National Allied and the individual units will receive money derived from the showing of the pictures, as set forth under a separate arrangement. Booking of the product will be handled by National Screen, who will also sell the advertisers.

Sign 2-Year Pact

A two-year contract was signed this week whereby Pathe Laboratories, Inc., will do Universal's entire print work, both here and on the Coast, including all features, shorts and newsreels.

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Important Dates

Feb. 2-3: Virginia MPTO Winter convention, Shoreham Hotel, Washington.
Feb. 8-10: Universal mid-Winter sales meeting, Blackstone Hotel, Chicago.
Feb. 27: Academy Award Dinner, Biltmore Bowl, Hotel Biltmore, Los Angeles.
March 27-29: Paramount Theatre Partners meeting, Hot Springs, Va.
April 4: AMPA 25th anniversary dinner-dance, Hotel Edison.
April: National Variety convention, Atlantic City.
April 24: Annual AMPA meeting.
May 5-8: SMPE spring convention, Sagamore Hotel, Rochester.
May 15-17: National Variety convention, Atlantic City.

ASCAP Negotiating With Justice Dept.

Washington — Broadcast Music, Inc., this week signed a consent decree in the Government's anti-trust suit. It was later reported that arrangements have been made for ASCAP to resume talks with the Department of Justice looking to a possible settlement of the action to be filed against it shortly by the D of J in Milwaukee. The Government will insist on the same terms as those agreed to by BMI, it is understood, but it is not thought ASCAP will go that far.

New Newsreel Theatre

Today, a new newsreel theatre, will open on the corner of Dearborn and Madison Sts. in Chicago early this month, Richard Beck, the owner announces.

London Observations

By Jock MacGregor

And now for another matter. Recently I have been visiting the cinema as an ordinary soldier and the way certain managements treat us in garrison towns is a disgrace. In Aldershot, for example, Odeon and ABC hold the fort. The films are old, the second features indifferent and the projection often poor. An advertising film is often inflicted. The behavior of many usherettes leaves much to be desired and, oh, boy, you should read some of the catchlines!

The policy appears to be that since the soldiers have to go somewhere anything goes. Somebody should be making a nice profit. It is hardly surprising that the town's two music halls are well patronized.

The Army, of course, provides entertainment through ENSA. Some shows are excellent. In one camp, we had a cinema tent and I could not help thinking of the old tent shows and the pioneers. The Zukors would find the Army a tough audience. Invariably they boys improve the show with their own dialogue and friendly advice to the hero when it is obvious that the lady is willing.

Despite these shows I have a room mate who has never seen a "talkie." I am going to take him next time there is something in gorgeous Technicolor. I liked the new slogan in the "Thief of Bagdad"—"Magic Technicolor."

Sometimes I would like to take some of my know-all colleagues to the local shows so that they might see that it is entertainment and not art that the pulic seeks. The light comedies of "My Two Husbands" vein are not the stuff to give the troops. Slapstick, gunmen, thrillers and westerns are what the lads like. "Convoy" and "North West Passage" have gone over big. "Rebecca," which I really enjoyed, was also a big hit.

In closing I will tell you that our barrack room is adorned with the type of movie photo on which WILL HAYS frowns, but we like them! Often I think of MYRNA LOY, WALT DISNEY, SAM GOLDWYN, MARLENE DIETRICH, IRENE DUNNE, SAM ECKMAN, EDDIE CANTOR, and the countless other stars and celebrities whom I used to meet only to be rudely awaken from our daydream by the sergeant reminding me that there are spuds to peel. It's a great life—and we won't weaken

Not Indies If In Buying Co-ops, 20th-Fox Contends

Holds Arbitration Rights Sacrificed by Membership; Interpretation Seen as Meeting Booking Office Wave

In a handbook prepared by the company's legal department for the guidance of the sales department in operating under the terms of the consent decree, 20th Century-Fox contends that independent exhibitors who license features for their theatres by or through a buying combine, cooperative or agent which acts for more than five theatres, sacrifice their arbitration rights under Section X of the decree.

An independent as defined in the decree, it is stressed, means an exhibitor who is "wholly independent of any circuit or buying combination of more than five theatres."

Thus, presumably, the company's interpretation, if it is correct, meets the situation looming through the recent widespread moves to establish booking offices to serve independent exhibitors at a proposed 10 per cent fee. Cooperative Theatres of Michigan is the largest of the booking combines now operative, with approximately 100 theatres enrolled.

A comprehensive analysis of the decree, the 20th-Fox handbook is said to be the first released to any sales force by one of the five majors under the decree. In a foreword by President Sidney R. Kent and General Sales Manager Herman Wobber, it is declared that "we intend that this company live up to both the letter and spirit of the decree."

Set Deal for Canadian Dist. of PRC Pictures

All Producers Releasing Corporation's current and future pictures for 1941, including Sigmund Neufeld's three groups of Westerns, will be distributed in Canada and the Maritime Provinces by the former Grand National Films, Ltd., it was revealed this week by O. Henry Briggs, P.R.C.'s president. It was further revealed that because his first picture, "Misbehaving Husbands," for P.R.C. release, is scoring high wherever shown, Jed Buell has been assigned by George Batcheller, Hollywood production supervisor for P.R.C., to produce "Emergency Landing," aviation melodrama.

New Company Formed to Release Colored-Cast Films

An organization to be known as Consolidated National Film Exchanges, with its home office in Atlanta, Ga., has been formed by Ted Toddy of Dixie National Pictures and John Jenkins of Million Dollar Pictures. Distribution rights for all-colored cast pictures produced by these two companies have been acquired by Consolidated, in addition to three series of all-colored cast short subjects. Other offices will be located in Dallas, New York, Chicago and on the West Coast.

Para. Theatre Meet Set for Mch. 27-29

Effects of Decree to Be Given Consideration

According to present plans, the convention of Paramount theatre partners will be held this year at Hot Springs, Va., March 27-29, with the date subject to change. Principal company executives, as well as operators of Paramount circuits in both the U. S. and the Dominion, will attend the meet.

Scheduled on the program is consideration of the effects of the New York consent decree and operating problems.

A NEW STR FEATURE

On pages 33 to 44 appears the inaugural issue of STR's expanded Short Subject Service Feature. This added feature will appear henceforth in the first issue of every month. The regular weekly service embracing short subject reviews and outstanding exploitation and news of the short subject field will continue as heretofore.

Columbia Plans 14 Top Pictures

Company In Midst of Heavy Production Schedule

With eight pictures now in production, and several scheduled to go before the cameras in February, Columbia will offer 14 high-bracket pictures during the next six months, it was announced this week.

The new vehicles, which will follow "Arizona" and "This Thing Called Love" on the release schedule, include "Adam Had Four Sons," scheduled for Feb. 18 release; "They Dare Not Love"; "Texas" (temporary title); "A Girl's Best Friend is Wall Street"; "Senate Page Boys"; "Her First Beau"; "Blondie Goes Latin"; "Our Wife"; "Bedtime Story"; "The Doctor's Husband" and "Show Business."



350 Attend Banquet To Honor Barney Balaban

Prizes Awarded to Theatre Managers Who Lead In Drive; Para. Chief Sees Future Encouraging

Theatre and distribution chiefs as well as representatives from the Paramount Studio gathered in Chicago last week to honor Barney Balaban on his fifth anniversary as President of the company. The guest of honor pictured the outlook for the coming six months as encouraging, adding that the company's product has been well received.









Among those at the Banquet honoring Barney Balaban's fifth year as President of Paramount were those pictured above. From the top and left to right are John Balaban and Y. Frank Freeman; E. V. Richards presenting Roger Holden of the Red Cross with a check for an ambulance for the Greeks as Barney Balaban looks on; Francis McManus of M & P Theatres, Robt. Gillham, Paramount advertising and publicity director, William K. Hollander, B & K ad chief; Harry Sherman, producer; Harry David, Intermountain Theatres and Louis Lipstone, Paramount musical director.

At the banquet, prize winners among the theatres were rewarded, each group of theatres receiving an honor for the greatest accomplishment during the Balaban Drive. The following were the winners in their respective theatre circuits: S. A. Ammerman, Comerford-Publix Theatres; A. H. Bachman, Balaban and Katz Theatres; Harold D. Barnes, Central States Theatres; Gregory Beck, Comerford-Publix Theatres; Mortimer E. Berman, Great States Theatres; Harry Botwick, M & P Theatres; Jack Braunagel, Intermountain Theatres; Henry Brownlee, Malco Theatres; S. R. Claggett, Balaban & Katz Theatres; Jack Dahmer, Jefferson Amusement Theatres.

A. D. Deason, Interstate Circuit; James Dempsey, M & P Theatres; Edward Dunn, Tri-States Theatres; Kenneth Edgerly, Balaban & Katz Theatres; Joseph Farrell, Comerford-Publix Theatres; Clark Field, United Detroit Theatres; John T. Floore, Interstate Circuit; W. L. Gelling, Jefferson Amusement Theatres; Jack Goodwin, M & P Theatres; Willis W. Grist, Jr., Dominion Theatres; Walter F. Grometer, Great States Theatres; Albert Hamilton, M & P Theatres; William Hartnett, M & P Theatres; Grant Hawkins, United Detroit Theatres.

Carl Herman, Comerford-Publix Theatres; William B. Holden, Balaban & Katz Theatres; William Keith, Publix-Bamford Theatres; Jack King, Interstate Circuit; Frank Labar, Publix-Bamford Theatres; George Laby, Western Massachusetts Theatres; Walter Lyons, Balaban & Katz Theatres; Louis Marcks, Western Massachusetts; Guy W. Martin, Publix-Indiana Theatres; J. R. McEachron, Malco Theatres; William Miskell, Tri-State Theatres; George Moffitt, M & P Theatres; Harry Odendhall, Balaban & Katz Theatres; Everett Olsen, Minnesota Amusement Theatres; Roy Peffley, Northio Theatres; David E. Perkins, Western Massachusetts Theatres.

Ralph E. Phillips, Minnesota Amusement Theatres; A. G. Pickett, Publix-Richards-Nace Theatres; Woodrow Praught, Minnesota Amusement Theatres; Chester Price, Intermountain Theatres; Morris Simms, M & P Theatres; Charles R. Smith, Western Massachusetts Theatres; Edward A. Smith, Western Massachusetts Theatres; Frank Staley, Great States Theatres; E. J. Sullivan, Interstate Circuit; S. E. Tanner, Jefferson Amusement Theatres; Frank Upton, United Detroit Theatres; Lorenz Wegener, Central States Theatres; Harl A. Wolever, Dominion Theatres; Remmel Young, Malco Theatres; Charles Zinn, Minnesota Amusement Theatres.

Among those who attended the banquet were:

PARAMOUNT HOME OFFICE: Neil Agnew, Barney Balaban, Sam Dembow, Jr., George C. Hoover, A. J. Dunne, G. B. J. Frawley, Robert M. Gillham, Leonard H. Goldenson, Dell Goodman, M. R. Goodman, M. F. Gowthorpe, Stanton Griffis, Walter Gross, Russell Holman, Arthur Israel, Harry Kalcheim, Austin Keough, J. F. Kirby, Claude Lee, F. A. Leroy, H. J. Lorber, Fred Mohrhardt, Oscar Morgan, Alec Moss, Leon Netter, Hugh Owen, Louis Phillips, Paul Raibourn, C. M. Reagan, Harry Royster, Max Schosberg, C. J. Scollard, E. W. Sweigert, J. J. Ungar, J. A. Walsh, Al Wilkie, Adolph Zukor, Rollin K. Stonebrook.

BALABAN & KATZ THEATRES: J. M. Abraham, Waldo Bail, David Balaban, John Balaban, Hector Bishop, Kenneth Blewett, Ben Bloomfield, Ted Boisumeau, George Brandt, William Briscoe, A. H. Brolly, Al Burne, Raymond Carsky, Louis V. Charipar, Bernard Cobb, Miles Concannon, A. P. Conroy, James Cooney, Charles Cottle, Charles F. Davidson, Edward Dlouhy, L. E. Eastman, William Eddy, Adolph Eisner, Aaron Feinberg, B. W. Feldman, V. J. Fisher, Jack Garber, Maurice Glass, Leslie H. Gleason, Archie Herzoff, W. K. Hollander, M. W. Hork, Elmer Immerman, Walter Immerman, I. Jacobsen, A. W. Jones, Jack Katz, J. N. Katz, Sam Katz, A. J. Kaufman, Joseph Kaufman, Al Leonard, M. G. Leonard, Sam Levin, Harry Lustgarten, J. J. Lynch, Herbert Lyon, Louis Machat, R. C. MacMullen, William G. Methe, Max Milstein, Charles Nesbitt, E. E. O'Donnell, Milton Officer, Francis Pallester, Joseph Pipher, Abe J. Platt, N. M. Platt, Harry Potter, Melvin J. Rainey, Boris Riedel, George Romine, J. J. Sampson, James Savage, Jack Schaefer, Leonard Schiff, Edward Seguin, Ralph Sherry, McNeil Smith, Samuel Soible, Phillip Solomon, Warren L. Stafford, Leo Stahr, Isadore Stein, Joseph Stout, Arthur Thaler, Raymond Thompson, James R. Thomson, A. L. Trebow, Edward Trunk, F. B. Unseld, Elmer C. Upton, Ray Van Getson, David B. Wallerstein, Leslie Walrath, Ralph Wettstein, Jerry Winsberg.

PARAMOUNT STUDIO: A. M. Botsford, George Brown, Frank Y. Freeman, Louis R. Lipstone, Harry Sherman.

PARAMOUNT SALES FORCE: Hugh Braly, J. J. Donohue, William H. Erbb, Harry H. Goldstein, Milton S. Dusell, R. C. Libeau, G. A. Smith, Allen Usher.

COMERFORD - PUBLIX THEATRES: Girard Adams, Byron Linn, John Nolan, J. J. O'Leary, Charles A. Ryan, E. M. Simonis, Harry Spiegel.

INTERSTATE CIRCUIT: John Quincy Adams, Ray Beall, Karl Hoblitzelle, Robert J. O'Donnell, William O'Donnell, Raymond Willie.

MINNESOTA AMUSEMENT THEATRES: A. L. Anson, J. A. Branton, Louis Deutsch, Max Edelstein, Joseph W. Finley, Harry B. French, John J. Friedl, L. J. Ludwig, C. W. Perrine, C. B. Stiff, Charles Winchell.

GREAT STATES THEATRES: C. B. Atkins, Rudy Born, Gil C. Brown, Milton Brown, E. E. Crabtree, A. J. Damon, John P. Dromey, Henry Foehrkalb, Marvin S. Harris, William Heasman, Jack Hoeffler, Perry Hoeffler, Elmore Keyes, William T. Langdon, Edwin B. Lewis, M. D. Lewis, J. R. McCullough, John L. Mitchell, George E. Mullare, Frank Omick, Thomas O. Pierce, Harry G. Redmon, Roy Rogan, Thomas P. Ronan, C. B. Rubens, J. J. Rubens, M. M. Rubens, Henry C. Stickelmaier, E. R. Toerpe, Isadore Weinshienk, F. N. Weber, Paul Witte, Jack Wohl, L. C. Worley.

PARAMOUNT RICHARDS THEATRES: Robert Blair, Maxwell Braswell, Gibbons Burke, N. L. Carter, Gaston Dureau, Oliver Epps, Melvin Greenblatt, A. H. Higginbotham, Robert Hines, John McKenna, E. V. Richards, Raleigh Sharrock.

TRI-STATES THEATRES: A. H. Blank, Myron N. Blank, Raymond Blank, Ralph G. Branton, Evert R. Cummings, J. J. Deitch, Joseph Kinsky, L. M. McKechneay, A. H. Stolte.

FAMOUS PLAYERS CANADIAN THEATRES: R. W. Bolstad, T. J. Bragg, John L. Fitzgibbons, Ben Geldsaler, N. L. Nathason.

M & P THEATRES: Harry Browning, Edward A. Cuddy, Hy Fine, Francis W. McManus, A. J. Moreau, M. J. Mullin, Samuel Pinanski, C. J. Russell, Sr., Philip Seletsky, William E. Spragg, Robert M. Sternburg, C. L. Stoddard, H. I. Wasserman.

WESTERN MASSACHUSETTS THEATRES: Wallace V. Camp, Ernest E. Goldstein, Nathan E. Goldstein, Samuel Goldstein, Harry Smith.

PUBLIX - INDIANA THEATRES: Billy Connors, Thor Hauschild, Duncan R. Kennedy, Hugh Martin, J. R. Wheeler.

Intermountain Theatres: Harry David, Raymond Hendry, Clare Woods; Central-States Theatres: Jess Day, M. E. McClain, Harry M. Warren; Allen Dumont Laboratories, Inc.: Allen Dumont; Malco Theatres: W. W. Goodman, M. A. Lightman, M. A. Lightman, Jr., Edward Sapinsley; Jefferson Amusement Theatres: Julius Gordon, Fred Minton, Clifford C. Porter; Wilby-Kincey: B. H. Harrison, H. F. Kincey, R. B. Wilby; United Detroit Theatres: E. J. Hudson; Gary Theatres: P. M. Kalleres; Paramount Theatre, Toledo, Ohio: Ralph Lawler; Paramount Theatre, Newark, N. J.: Adam Adams; Lucas & Jenkins Theatres: Arthur Lucas, E. E. Whitaker; Buffalo Theatres: Vincent McFaul; Publix-Richards-Nace Theatres: Harry L. Nace; Paramount Theatre, New York City: Robert Weitman; Publix-Wheeling Theatre: George Zeppos; Newman Theatre, Kansas City, Missouri: Jerry Zigmond.

Paramount Theatre, Newburgh, N. Y.: Gene Levy; H & E Balaban Circuit: Elmer Balaban, Harry Balaban; Publix-Bamford Theatres: Carl Bamford; Northio Theatres: Tracy Barham, George Planck; W. S. Butterfield Theatres: E. C. Beatty.



A special tribute in the form of a luncheon in his honor was paid Baker O. Shelton, Jr., manager of the RKO Proctor's Theatre, Mount Vernon, N. Y., who has the distinction of being the first RKO theatre manager to be called to the colors. Standing, left to right: James Dolan, Al Pluchos, John Berger, Charles Oelreich, Jerome Baker, Baker O. Shelton, Jr., Harold Newcomb, W. B. England and J. S. Yeransian; sitting, left to right: Joseph Di Lorenzo, John A. Cassidy, Col. Maurice Harris, R. H. Endy, Blanch Livingston, Zella Smith, Edward Sniderman, John C. Hearns, Harry Mandel and Fred Herkowitz.

3 Par. Blocks of 5 in Summer

1st Group Ready for Trade Showings Early in Season

Three groups of five pictures each will be available from Paramount when the new season gets under way, it was announced this week by Neil Agnew, general sales manager. No withdrawals or changes in Paramount's program for the 1940-41 season will be made, he added. The first block of five pictures will be available for trade screenings in the early summer.

"With the current season's product either completed or in production at this time, our studio has already started work on the first group of pictures for release in the new season," Agnew stated. "We realize that many exhibitors are worrying over the availability of product for next year, and we believe that by getting under way at this time we can assure exhibitors of a dependable all-year source of pictures.

"The executives of the company fully realize that under the new selling methods it will be necessary to augment considerably our inventory of pictures in order to assure exhibitors of an ample supply of product."

Mid-winter bulletin from Universal City, California

...AND THE GREATEST EXHIBITOR NEWS ANNOUNCED THIS SEASON!



UNIVERSAL WILL DELIVER FOR 1940-41

THE TOTAL NUMBER OF PICTURES PROGRAMMED!

UNIVERSAL HAS ADDED TO THOSE PICTURES YET

TO BE RELEASED STAR AND PRODUCTION VALUE

ENOUGH TO TRIPLE THEIR TICKET-SELLING POWER!

Mid-winter bulletin from Universal City, California

January 31st Release

BUCK PRIVATES

starring Abbott and Costello with Lee Bowman, Alan Curtis and The Andrews Sisters.
Directed by Arthur Lubin. Associate producer, Alex Gottlieb.

February 7th Release

BACK STREET

by Fannie Hurst, starring Charles Boyer and Margaret Sullavan, with Richard Carlson, Frank McHugh, Tim Holt.
Directed by Robert Stevenson. Produced by Bruce Manning.

February 14th Release

MEET THE CHUMP

starring Hugh Herbert, with Jeanne Kelly, Lewis Howard, Anne Nagel. Directed by Edward Cline.
Associate producer, Ken Goldsmith.

February 21st Release

NICE GIRL?

starring Deanna Durbin, with Franchot Tone, Walter Brennan, Robert Stack, Robert Benchley, Helen Broderick.
Directed by William A. Seiter. A Joe Pasternak production.

February 28th Release

DARK STREETS of CAIRO

with Sigrid Gurie, Ralph Boyd, Eddie Quillan, Katherine DeMille, George Zucco. Directed by Leslie Kardos. Associate producer, Joseph G. Sanford.

March 7th Release

MR. DYNAMITE *(Tentative Title)*

with Lloyd Nolan, Irene Hervey, J. Carroll Naish, Frank Gaby, Ann Gillis, Robert Armstrong. Directed by Jack Rawlins.
Associate producer, Marshall Grant.

March 14th Release

MODEL WIFE

starring Joan Blondell, Dick Powell, with Charlie Ruggles, Lee Bowman, Ruth Donnelly.
Produced and directed by Leigh Jason.

March 21st Release

DOUBLE DATE

March 28th Release

FRANK LLOYD PRODUCTIONS, Inc., presents

LADY FROM CHEYENNE

starring Loretta Young with Robert Preston, Edward Arnold, Gladys George, Frank Craven, Jessie Ralph.
Produced and directed by Frank Lloyd. Associate producer, Jack Skirball.

April 4th Release

MUTINY IN THE ARCTIC

starring Richard Arlen and Andy Devine.

...AND THE GREATEST EXHIBITOR NEWS ANNOUNCED THIS SEASON!

April 4th Release

HORROR ISLAND

April 4th Release

MAN MADE MONSTER

starring Lionel Atwill and Lon Chaney, Jr., with Frank Albertson, Anne Nagel, Samuel S. Hinds. Directed by George Waggner.

April 11th Release

THE FLAME OF NEW ORLEANS

starring Marlene Dietrich, with Bruce Cabot, Mischa Auer, Roland Young, Andy Devine. Directed by Rene Clair. A Joe Pasternak production.

April 18th Release

SKY RAIDERS—*A Serial in 12 Episodes*

with Donald Woods, Billie Halop, Robert Armstrong, Kathryn Adams, Eduardo Ciannelli, Bill Cody, Jr., William Desmond. Directed by Ford Beebe and Ray Taylor. Associate Producer, Henry MacRae.

April 25th Release

THE MAN WHO LOST HIMSELF

starring Brian Aherne and Kay Francis, with Henry Stephenson, S. Z. Sakall, Nils Asther. Directed by Edward Ludwig. Produced by Lawrence W. Fox, Jr.

May 2nd Release

BUTCH MINDS THE BABY

A Mayfair production. Story by Damon Runyon.

May 23rd Release

TOO MANY BLONDES

starring Rudy Vallee

May 30th Release

OH, CHARLIE

starring Bud Abbott and Lou Costello. Directed by Arthur Lubin.

June 6th Release

MEN of the TIMBERLANDS

starring Richard Arlen and Andy Devine.

June 13th Release

TIGHT SHOES

A Mayfair production. Story by Damon Runyon.

Mid-winter bulletin from Universal City, California

...AND THE GREATEST EXHIBITOR NEWS ANNOUNCED THIS SEASON!

June 20th Release

NORTH of the KLONDIKE

June 27th Release

HIT THE ROAD

starring The Dead End Kids and The Little Tough Guys.

July 4th Release

FRANK LLOYD PRODUCTIONS, INC., presents

I, JAMES LEWIS *(Tentative Title)*

Produced and directed by Frank Lloyd. Associate producer, Jack Skirball.

July 11th Release

CRACKED NUTS

July 18th Release

SANDY STEPS OUT

starring Baby Sandy

July 25th Release

FIFTEEN FATHOMS DEEP *(Tentative Title)*

starring Richard Arlen and Andy Devine.

August 1st Release

RAIDERS of the DESERT

August 15th Release

UNFINISHED BUSINESS

starring Irene Dunne and Robert Montgomery. A Gregory la Cava production.

August 22nd Release

A DANGEROUS GAME

starring Richard Arlen and Andy Devine with Jeanne Kelly. Directed by John Rawlins.
Associate producer, Ben Pivar.

August 29th Release

A FRANK LLOYD PRODUCTION

Watch

UNIVERSAL FOR 1941-42

PRINTED IN U.S.A.

20th Plans 48 Features

5-Pic Blocks Needn't Be Uniform, It Is Held

With the company's budget for next season increased over the total spent this year, 20th Century-Fox will start operations under the consent decree with a program of 48 pictures, 44 of which will be produced domestically and four made in Britain, it was announced this week by Herman Wobber, general sales manager, on his return from the Coast.

No decision has been reached on any program of changes in the sales organization and set-up due to the consent decree, Wobber said, asserting that "we will have to see just what the effects are and what is needed before any changes can be made or planned." He added that no decision had been made as to whether or not 20th-Fox would hold a sales convention this year.

Meanwhile, according to an interpretation set forth in a handbook prepared by 20th-Fox for its salesmen, the five-picture blocks as prescribed by the consent decree do not have to be uniform in any one territory. According to the handbook, combinations of features in groups can be changed so that if more than five trade shown features are available for license, features from one group can be substituted and placed in another.

The handbook advises the salesmen that, insofar as selling less than five pictures in a single group is concerned, they can insist the exhibitor take all or none of that particular block or reduce the number which were originally offered in a block. It is also pointed out that features need not be separately priced, but that a flat price may be fixed for the group as a whole.

Industry Tax Measures Introduced in Nebraska

Omaha—Two bills with a bearing on the film industry were introduced in the state Legislature last week by Senator E. M. Neubauer of Orleans. The first would tax distributors $1,000 per year occupational tax, plus $1 per reel of film imported into the state. Distributors are prohibited from stocking up ahead of time by the terms of the measure. The second would tax all tickets to amusement centers 10 per cent. As stated by the measure, it is "one per cent of each ten cents," which means a two-cent tax on a 15-cent admission ticket. Senator Neubauer expects the two bills, if passed, to produce "over half a million dollars a year."

Called in Army Draft

Sidney Edelstein and Roger Lewis, both of Warners' home office publicity department, left for Fort Dix over the weekend for a year's selective service training in the Army.



Jack L. Warner, Warner Bros.' vice-president in charge of production, played host to Martin Pose, Argentine National Open Champion and Eduardo Blasi, runner-up at his country club, the Hillcrest. He was joined in honoring the distinguished Latin Americans by S. Charles Einfeld, vice-president in charge of advertising and exploitation. Shown here, l. to r.: Einfeld, Blasi, Pose and Warner.

Finds Weaknesses in Decree

Allied Board of Directors Declares Block-Booking Still Remains; Cole Re-elected Prexy for 3rd Term

Washington—Although it ends blind-selling, the consent decree does not abolish block-booking, according to a declaration in an official statement of policy issued this week at the closing session of the annual Allied directors' meeting at Carlton Hotel here. Branded as "the weakest and most disappointing feature of the decree" was the consent decree section deferring the issue of theatre divorcement for three years.



Col. H. A. Cole

The statement also asserts that unless the distributors are "scrupulously fair in selling under the new system, the hardships will outweigh the benefits."

Allied objectives heretofore, it was stated, were declared to be:

1—The identification of pictures in the contracts and the right of exhibitors to choose the pictures they wish, and to reject the rest.

2—The right of independent exhibitors freely to contract for pictures on appropriate runs and on fair and non-discriminatory terms, summed up in the slogan, "The right to buy."

The board of directors re-elected Col. H. A. Cole president for a third term, and the entire slate of officers were also re-elected. With Al Steffes having retired from active Allied duties because of ill health, one change on the executive committee was found necessary. Roy Harrold of Indiana was named a member to replace Steffes.

Other officers are Martin Smith, treasurer; H. A. Blum, financial secretary; Charles Olive, secretary, and Arthur Howard, recording secretary. Besides Harrold, the executive committee includes Nathan Yamins, Sidney Samuelson, Jack Kirsch, M. A. Rosenberg, Smith, Cole and Myers.

The directors also voted to have the Allied Information Department enlarged and financed by the individual units instead of by the national treasury, because of its reported value to independent exhibitors.

Grosses Seen On Upgrade

"GWTW," "Phila. Story" Figures Cited as Evidence

A significant indication of mounting national prosperity is provided in week-end theatre reports announced this week by Wm. F. Rodgers, Metro-Goldwyn-Mayer's General Sales Manager. Motion picture attendance, long accepted by financial authorities as a barometer of any upward trend in general business, would seem to be rising throughout the country in the light of returns from "Gone With the Wind" anniversary engagements in New York and representative cities, and the new all-time records established by "The Philadelphia Story" at Radio City Music Hall, where it has begun the sixth week of its run.

Loew Theatres Change Schedules

Main Feature To Go On At 9:00 for Single Film Addicts

Thirty-one Loew Theatres in the New York Metropolitan area will alter their programs so that they will now show the principal feature at 9 o'clock in the evening rather than at 10:30. Months of surveys and tests have convinced C. C. Moskowitz and other Loew executives that this policy will be favored by the greatest number of people.

RKO has already instituted this policy in a number of its theatres in the Metropolitan area. Both circuits found that the advocates of single feature programs and those who wanted to see only one feature objected to waiting until 10:30 at night to go to the show thus necessitating their remaining until after 12. The new schedule enables them to have a leisurely dinner, see the feature they want to see plus the newsreel and then either leave to get home early or remain to see the other feature, as they choose.



Ginger Rogers, currently starring in RKO-Radio's "Kitty Foyle," was guest of honor at a cocktail reception held at the Starlight Roof of the Waldorf-Astoria last Friday evening. In the photo at the left she is shown with (l. to r.) George Schaefer, president of RKO; N. Peter Rathvon, member of the Board of Directors of RKO, and John J. O'Connor, head of the RKO Theatre Dept. In the informal scene at the right are shown S. Barret McCormick, director of advertising and publicity; Guy Eyssell, assistant managing director of the Radio City Music Hall; Miss Rogers, and W. G. Van Schmus, managing director.

HERE'S HOW 1940-41 PROGRAMS STAND

COLUMBIA

COMPLETED

Durango Kid (W)
Fugitive From a Prison Camp
So You Won't Talk?
Thundering Frontier (W)
Prairie Schooners (W)
Nobody's Children
West of Abilene (W)
Girls Under 21
Blondie Plays Cupid
Beyond the Sacramento (W)
Escape to Glory
Arizona
Ellery Queen, Master Detective
Lone Wolf Keeps a Date
Great Plane Robbery
Phantom Submarine
Wildcat of Tucson (W)
This Thing Called Love
Face Behind the Mask
Pinto Kid (W)
Devil Commands

BEING EDITED

Across the Sierras (W)
Great Swindle
Outlaws of the Panhandle (W)
Return of Boston Blackie
Blondie Goes Latin
Penny Serenade
Lone Wolf Takes a Chance
Three Scratches
A Girl's Best Friend Is Wall Street
Adam Had Four Sons

IN PRODUCTION

They Dare Not Love

METRO-GOLDWYN-MAYER

COMPLETED

101 Dr. Kildare Goes Home
102 Wyoming
105 Sky Murder
103 Strike Up the Band
104 Haunted Honeymoon
106 Dulcy
107 Third Finger, Left Hand
109 Hullaballoo
108 Escape
110 Bittersweet
111 Gallant Sons
112 Little Nellie Kelly
115 Dr. Kildare's Crisis
114 Go West
119 Philadelphia Story
113 Comrade X
120 Land of Liberty
116 Keeping Company
117 Flight Command
122 Come Live With Me
118 Maisie Was a Lady
121 Wild Man of Borneo

BEING EDITED

124 Bad Man
Men of Boystown
Ziegfeld Girl
Andy Hardy's Private Secretary
Free and Easy
123 Blonde Inspiration

IN PRODUCTION

Billy the Kid
Roosty
A Woman's Face
Blossoms In the Dust

MONOGRAM

COMPLETED

The Ape
Drums of the Desert
Ol' Swimmin' Hole
Outsider
Orphans of the North
Range Busters (W)
That Gang of Mine
Trailin' Double Trouble (W)
Chamber of Horrors
Phantom of Chinatown
West of Pinto Basin (W)
Take Me Back to Oklahoma (W)
Her First Romance
Trail of the Silver Spur (W)
Pride of the Bowery
Rollin' Home to Texas (W)
You're Out of Luck
Prairie Schooldays
Dead Man's Shoes

BEING EDITED

Kid's Last Ride (W)
Ridin' the Cherokee Trail (W)

IN PRODUCTION

Air Devils
Sign of the Wolf

PARAMOUNT

COMPLETED

4001 Rhythm on the River
4002 I Want a Divorce
4003 Rangers of Fortune
4004 The Quarterback
4005 Cherokee Strip
4006 Moon Over Burma
4007 Christmas in July
4008 Dancing on a Dime
4009 Arise My Love
4011 Night at Earl Carroll's
4050 Three Men From Texas (W)
3946 North West Mounted Police*
4012 Texas Rangers Ride Again
4014 Second Chorus
4010 World in Flames
4013 Love Thy Neighbor
4015 Victory
4051 Doomed Caravan (W)
4016 Life With Henry
Virginia

* 1939-40 *Program*

BEING EDITED

Monster and the Girl
Hard Boiled Canary
In Old Colorado (W)
Mad Doctor
Reaching for the Sun
Round-Up
Shepherd of the Hills
You're the One
Border Vigilantes (W)
I Wanted Wings
Lady Eve
Road to Zanzibar
Las Vegas Nights
New York Town
Pirates on Horseback (W)

IN PRODUCTION

One Night in Lisbon
Caught in the Draft
Men of Action (W)
Kiss the Boys Goodbye
Power Dive
Skylark

RKO-RADIO

COMPLETED

171 Ramparts We Watch
101 Men Against the Sky
102 Dreaming Out Loud
103 I'm Still Alive
181 Wagon Train (W)
105 Villain Still Pursued Her
107 Laddie
104 They Knew What They Wanted
106 Too Many Girls
111 Mexican Spitfire Out West
109 Li'l Abner
108 You'll Find Out
113 Remedy for Riches
182 Fargo Kid (W)
115 Let's Make Music
110 Little Men
86 Triple Justice*
114 No, No, Nanette
112 Kitty Foyle
161 Convoy
116 Saint in Palm Springs
121 Play Girl
183 Along the Rio Grande (W)
117 Mr. and Mrs. Smith

* 1939-40 *Program*

BEING EDITED

118 Citizen Kane
120 A Girl, a Guy and a Gob
124 Melody for Three
123 Scattergood Baines
128 They Met in Argentina
119 Footlight Fever

IN PRODUCTION

124 Prodigy
Bambi
Reluctant Dragon
122 Devil and Miss Jones
Sunny

REPUBLIC

COMPLETED

71 Tulsa Kid (W)
61 Oklahoma Renegades (W)
63 Ride, Tenderfoot, Ride (W)
17 Girl From Havana
51 Colorado (W)
62 Under Texas Skies (W)
72 Frontier Vengeance (W)
5 Melody and Moonlight
1 Hit Parade of 1941
52 Young Bill Hickok (W)
6 Who Killed Aunt Maggie?
7 Friendly Neighbors
63 Trail Blazers (W)
41 Melody Ranch
73 Texas Terrors (W)
18 Meet the Missus
8 Barnyard Follies
53 Border Legion (W)
9 Behind the News
64 Lone Star Raiders (W)
19 Bowery Boy
74 Wyoming Wildcat (W)
44 Ridin' on a Rainbow (W)
54 Robin Hood of the Pecos (W)
20 Petticoat Politics
10 Arkansas Judge

BEING EDITED

Prairie Pioneers (W)
Bad Man From Rio

IN PRODUCTION

Sis Hopkins
Great Train Robbery (W)
Back in the Saddle Again (W)

20th CENTURY-FOX

COMPLETED

101 The Man I Married
104 Girl From Avenue A
103 Return of Frank James
106 Pier 13
109 Young People
110 Charlie Chan at the Wax Museum
105 Elsa Maxwell's Public Deb No. 1
116 Yesterday's Heroes
107 Brigham Young—Frontiersman
108 Gay Cabellero
113 Down Argentine Way
114 Night Train
111 Great Profile
117 Mark of Zorro
102 Street of Memories
119 Youth Will Be Served
120 Tin Pan Alley
118 Charter Pilot
Bride Wore Crutches
122 Jennie
123 Chad Hanna
115 Hudson's Bay
121 Murder Over New York
124 Michael Shayne, Private Detective
125 Romance of the Rio Grande
127 Girl in the News
129 Ride Kelly Ride
128 Tall, Dark and Handsome

BEING EDITED

Western Union
For Beauty's Sake
Golden Hoofs
Sleepers West
Uncensored
Murder Among Friends
Tobacco Road
Dead Men Tell
Ride On, Vaquero
Very Young Lady
That Night in Rio

IN PRODUCTION

Outlaw
Blood and Sand
Cowboy and the Blonde
Great American Broadcast

Summary on Page 30

UNITED ARTISTS

Sold 24 pictures as follows: Chaplin—1, Goldwyn—1, Korda—3, Selznick—2, Wanger—2, Small—1, Roach—5, Lesser—1, Lubitsch—1, Loew-Lewin—2, Roosevelt—2, Rowland—1, Pascal—1, Corfield—1.

COMPLETED

Foreign Correspondent (Wanger)
Long Voyage Home (Wanger)
Cheers for Miss Bishop (Rowland)
So Ends Our Night (Loew-Lewin)
Pastor Hall (Roosevelt)
Westerner (Goldwyn)
Great Dictator (Chaplin)
Thief of Bagdad (Korda)
Road Show (Roach)
Blackout (Corfield)
Son of Monte Cristo (Small)

* 1939-40 *Program*

BEING EDITED

Major Barbara (Pascal)
Topper Returns (Roach)
That Uncertain Feeling (Lubitsch)
Broadway Limited (Roach)
That Hamilton Woman (Korda)

IN PRODUCTION

Pot O' Gold (Roosevelt)
New Wine (Gloria)

UNIVERSAL

COMPLETED

5013 Argentine Nights
5006 Hired Wife
5051 Leather Pushers
5020 Mummy's Hand
5046 The Fugitive
5001 Spring Parade
5019 Diamond Frontier
5024 Slightly Tempted
5023 Meet the Wildcat
5036 I'm Nobody's Sweetheart Now
5061 Ragtime Cowboy Joe (W)
5062 Law and Order (W)
5021 Sandy Gets Her Man
5063 Pony Post (W)
5007 Seven Sinners
Six Lessons From Madame La Zonga
Back Street
5017 A Little Bit of Heaven
5052 Devil's Pipeline
5015 One Night in the Tropics
5010 Bank Dick
5026 Margie
5025 Give Us Wings
5053 Lucky Devils
5008 Dark Streets of Cairo
5027 San Francisco Docks
5030 Where Did You Get That Girl
5018 Invisible Woman
5064 Boss of Bullion City (W)
Meet the Chump
Buck Privates

BEING EDITED

5065 Bury Me Not on the Lone Prairie (W)
Nice Girl
Man Made Monster
Dangerous Game

IN PRODUCTION

Flame of New Orleans
Lady From Cheyenne
Oh, Charlie
Man Who Lost Himself
Model Wife
Black Cat
Mister Dynamite

WARNER BROTHERS

COMPLETED

519 Calling All Husbands
554 No Time For Comedy
506 City For Conquest
502 Knute Rockne—All American
569 Father Is a Prince
511 Dispatch From Reuter's
561 Tugboat Annie Sails Again
570 Always a Bride
562 East of the River
513 South of Suez
552 The Letter
512 Lady With Red Hair
571 She Couldn't Say No
551 Santa Fe Trail
503 Four Mothers
572 Case of the Black Parrot
Flight From Destiny
520 Father's Son
556 High Sierra
510 Honeymoon for Three

BEING EDITED

Footsteps in the Dark
Great Lie
Meet John Doe
Wagons Roll at Night
Knockout
Strawberry Blonde
Here Comes Happiness
Sea Wolf
She Stayed Kissed
Great Mr. Nobody
Shadows on the Stairs

IN PRODUCTION

Miss Wheelwright Discovers America
Winged Victory
No Hard Feelings
Affectionately Yours
Bride Came C.O.D.
Singapore Woman
Strange Alibi
Thirty Days Hath September

Selling the Picture

AN EFFECTIVE NOTICE

In announcing a change in policy whereby the main feature on the dual programs begin at 9:00 p.m., the RKO 81st Street Theatre in New York distributed an effective notice to its patrons.

"Here's good news for both single and double feature patrons," the announcement began, and then continued: "You don't have to miss your dinner. . . . You don't have to become a night owl. . . . Our main feature starts at about 9:00 every evening, etc."

The change in itself, of course, is worthy of praise, inasmuch as many patrons have foregone attendance at a theatre showing duals because of cockeyed schedules which required one to miss supper or stay exceptionally late to see the main feature. But also deserving of special commendation is the unique manner in which officials of the 81st Street let their patrons know of the change.

Stresses Music, Appeals to Kids In Campaign on "Melody Ranch"

An excellent campaign was accorded "Melody Ranch" by Manager Fred Weis of the Savannah Theatre, Savannah, Ga. First, he planted the three-day serialization which appeared in the press book in the *Savannah Times,* with other items of news.

Then he arranged music store tieups on the sheet music and recordings of songs from the production. A week in advance of play-date, he broadcast hit numbers through a p.a. system over the marquee.

Local news trucks also carried a plug for "Melody Ranch."

Weis gave each child who attended the theatre during the run of the Gene Autry film a cowboy hat, bandana neckpiece and an Autry balloon. In addition, all children who had attended every chapter of "King of the Royal Mounted" received a sweat shirt.

"Comrade X" Preview in Street Car Gets Excellent Publicity

The fact that Hedy Lamarr plays a streetcar motorman (or motorlady, to coin a word) in "Comrade X" provided the basis for one of the most novel publicity stunts in film history. It was a preview of the picture held in a Washington, D. C., street car, and credit for it and resultant tremendous news and picture breaks go to Dan Terrell, Loew's publicist in the nation's capital.

Obtaining the cooperation of the Capital Transit Company, which supplied one of the new streamlined conveyances, Terrell invited the city's film critics to the unprecedented screening. Because of mechanical difficulties which would have been encountered had the car been moving, it was moved onto a siding, the windows were "blacked out" and the screening proceeded. The stunt was good for plenty of space in advance of and following the event.

Try this stunt in your town. The street car company (or even a bus line) will be interested and so will the newspaper people.

Giant Book on a Sled

A giant book of "Escape" was drawn around town on a sled in a timely stunt put over by Andy Biordi, Majestic, Ellwood City, Pa.

Lend Your Attention to These Lent Suggestions

Church Cooperation, Extra Strong Bookings, Powerful Selling Campaigns Advised

REAL showmen, although cognizant of the fact that Lent this year begins on Ash Wednesday, February 26, and continues until Saturday, April 11, will not worry. For even though it is true that business falls off somewhat during this period, it is also true that there are many things in the showman's favor.

We have admonished you in the past, and we repeat that admonition once again: you must retain friendly relations with the ministers, for it will be they who will be setting the decree as to whether or not their parishioners should attend a movie.

Pictures With a Moral

While it is true that many people, in strict religious adherence to the occasion, will forego movies and other types of amusements completely, still there is no reason why (if you choose good, clean entertainment with a moral, and point this out to the ministers, inviting them to be your guests at special previews) such activity shouldn't, in the end, prove of real benefit to the box office.

Last year, as you probably remember, Lent began early in February and continued through March 17. For that reason the season embraced some important holidays and special dates with which it was easy to tie up. While there are a few such holidays or occasions this year, there are not nearly so many, and thus the exhibitor will have to rely on some other form of activity to keep things moving smoothly at the box office.

In the main, however, when it is all boiled down, the fact remains that the best ways to avoid a business slump are: stronger than average bookings, powerful selling campaigns, cooperation with the churches and heavy exploitation.

Selling Must Be Stronger

Good pictures alone, it must be understood, cannot bring your theatre through the box office doldrums, even if you are fortunate enough to get them. Effective selling campaigns must bolster your screen entertainment if your business report is to be written in black ink.

Don't feel that your theatre is the only victim of Lent, for such is not the case, not by any means. Individual merchants and department stores receive a potent slap just as well. But instead of crying on each other's shoulders, get together with these groups and arrange tieups and selling slants that will combat the slump.

One of the most dependable and definite ticket-selling activities for use during Lent is the staging of style and fashion shows in cooperation with leading department stores. There will be some pre-Easter interest in spring fashions, and this can profitably be tied in by the enterprising manager.

Try to promote cooperative pages from your merchants. Get them to point out the special bargains in pre-Easter fashions while you plug the special bargains in unusual entertainment to be shown at your theatre. Window displays should be along the same lines.

Weather is something to be considered, for it will be as unpredictable between February 26 and April 6 as it is at any other time of the year, only perhaps more so. Arrange with street car and bus lines to make it possible, whenever inclement weather rears its ugly head, to have your patrons transported to the theatre free, or at a special discount. In return, you can plug the traction company.

More than the usual attention to such activities must be paid to theatre parties, block ticket sales, etc. Get in touch with all women's clubs, social and civic organizations and point out to them that inasmuch as Lent has put a damper on most social activity, it would be advisable to arrange theatre parties. Through the schools you can foster contests, tournaments, etc. Perhaps the school band, or the local city band, could make an appearance on your stage. Usually good for added grosses is a juvenile show, run in conjunction with both private and public schools and various children's organizations.

Ads in Religious Publications

Don't neglect your newspaper ads. Use copy and layouts that will instantly appeal to the reader. Always try for something novel and different, whether it be in the layout itself or in the copy and illustrations to be used. And by all means adapt the ads to the peculiarities of this season. Because religious publications will enjoy increased circulation during this period, it would be a good thing to extend your ad budget to include them.

Brighten up your lobby, for in the final analysis, it is your front window. In a tie-in with the local horticultural society or with a prominent florist, promote a display of potted plants. Perhaps you can get the society to sell tickets. Inside the theatre, place potted palms around the stage. Decorate your inner lobby with attractive lobby boards. Arrange novel displays plugging the new spring season product.

An important thing to bear in mind with the advent of Lent is that a new season with new opportunities is at hand. Look forward with optimism. Keep on the cheerful side. Be a good showman and you can't fail.

For Better Show Selling *Showmanalyses* Have Appeared In STR on Following Pictures

Arise My Love....Nov. 9
Bank Dick....Nov. 30
Escape....Nov. 2
Go West....Dec. 7
Her First Romance....Jan. 11
Kitty Foyle....Dec. 21
Land of Liberty....Jan. 18
Letter, The....Nov. 23
Melody Ranch....Nov. 16
Mr. and Mrs. Smith....This Issue
Philadelphia Story....Jan. 25
Son of Monte Cristo....Dec. 28
Spring Parade....Oct. 5
Thief of Bagdad....Dec. 14
Third Finger, Left Hand....Oct. 26
This Thing Called Love....Jan. 4
You'll Find Out....Nov. 23

Program Exchange

February Suggests a Jewel Of an Idea to Us, But the Plan Is Strewn With Stones

FEBRUARY is here already. How time flies! Before we know it, spring will be here, and then summer, and then autumn and then winter again. But let's not get ahead of ourselves.

As you know, there is a birthstone for every month. It seems to us that possibly some worthwhile contest could be worked out whereby once a month only those whose birthdays are during that month could compete for a prize of a ring with the appropriate birthstone. Perhaps some jeweler would cooperate with you in this venture in exchange for a plug on your screen and in your programs.

Most birthstones are pretty expensive, particularly if they're genuine. And that's the hitch to our idea. However, there are imitations for most of these valuable stones, and certainly contest winners won't expect you to award them originals.

Let's say a person is born in March. Well, during February, for example, you could announce a contest for those born the following month. Perhaps they could write an essay, or they could identify pictures of stars and tell why they like them. There are many different ideas you can use for contests, so work out the one most appropriate for your situation. Hoping that our suggestion will start you to thinking, we shall now get down to business about programs.

Gives Character and Real Names

Quite some time ago we told you about the program for the St. George Playhouse, Brooklyn, N. Y. We received a recent copy through the mail the other day, and it still impresses us as one of the neatest little jobs we've even seen. Manager Ed Lewis caters to a discriminating clientele, and accordingly his program is small, compact and easy to read.

He always gives the character and real names of the principal members of the cast. In addition, he lists the short subjects and also the times of shows. And, of course, the admission scale also finds a place on the sheet, which is toward the center from each side. On the back he has space in which to plug at least two of his most important attractions. He does so by quoting reviews of New York newspaper critics. In our copy were excerpts from the reviews of Archer Winsten, which appeared in the *New York Post* on "Escape" and "Christmas in July."

We like Ed's slogan: "If it's a good picture, you'll see it at the St. George Playhouse, Brooklyn Heights' exclusive theatre." We just can't put our finger on it, but his program has that "something" about it that makes patrons want to receive it regularly. Because of the vital information each copy contains, we can see where it saves the moviegoer much time and annoyance.

We hope you noticed the February selling suggestions in last week's issue of STR. Your program plays a large part in your selling activities, so when you plan on how you're going to tie in with this or with that, don't forget it.

We always have a good time looking over our weekly copies of The Reminder. Those boys down there in Levelland certainly know what it takes to keep patrons in good humor. For, aside from the ads, columns are devoted to jokes and institutional information. Who, for instance, could help but smile at the observations of The Innocent Bystander, one of which we reproduce here: "Speaking of letters to advertise corsets, I would use form letters."

A Cartoon Which Gets a Laugh

There's a cartoon, too, which not only gets a laugh but gets the reader to thinking that perhaps he's been missing some pretty good pictures. It shows a man operating a home-made kicking machine, which consists of a wheel with four spokes, and on the end of each spoke is a shoe. By means of a pulley, the poor fellow keeps the wheel revolving while he bends over to let the shoes kick him. Caption below the cartoon reads: "Don't kick yourself later for not seeing the great shows being presented at the Rose and Wallace theatres this week and every week during the next few months. We are bringing you the greatest ever made."

Once in a while we somehow or other miss out on Tom Pringle's "Safety" messages, but this week's message was such that we don't see how any one reading it could help but learn a valuable lesson. Addressed to "Drowsy Drivers," here is what Pringle has to say: "About 2,000 traffic deaths are caused each year by sleepy drivers. Some victims are just drowsy when they lose control; others have actually dozed off to sleep. 'Nature's sweet restorer' is all right in its place—a nice, comfortable bed—but it's bad business to cat-nap when you drive. Better let someone else take the wheel or pull off the road and take a nap. Asleep-at-the-wheel accidents are usually serious because there is no chance for defense against the crash."

Speaking of novelties, Manager Erwin of the Grand Theatre, Duquoin, Ill., used one that attracted plenty of extra patronage. We know we're veering off the "program path" in reporting the stunt on this page, but a good manager supplements his program every now and then with a good novelty. It seems that Erwin put on a big midnight "Laff Show" show. As patrons left, he passed out "Giggle Cards" containing this copy: "Grand Theatre Giggle Ticket. . . . Because the holder of this ticket suffered undue embarrassment by laughing so hard at our midnight show, this patron is entitled to . . . One Free Admission . . . for which this Giggle Ticket will be accepted at the Grand Theatre, etc." In view of the fact that there are a number of laugh hits on the market today, exhibitors would do well to employ the "Giggle Ticket" gag.

And so we leave you until this same time next week. Why not send us copies of your program regularly?

INSTITUTIONAL COPY

(Editor's Note: The following copy was written for the programs of Warner Chicago Theatres by Charles H. Ryan. It can be easily adapted to your own situation. Further examples will appear on this page from time to time.)

Dear Old Dad

He sat there in his arm chair, with cigar and paper, and guessed he didn't want to see any movies. But the youngsters got him in tow. Dad's was a bad case. Stubborn! But arriving at the Hamilton he was quick to see the tremendous difference between what he remembered of motion pictures (it's quite a while since he went) and the talking movie of today. But that's all changed now. Dad has found out that the "Pick of the Pictures" shown at the Hamilton are mighty well worth the effort of getting there.

--Your Application Blank--
Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW

1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....

Theatre .....

City .....

State .....

Money Dates

MARCH

1st

BANK OF PHILADELPHIA CHARTERED, first in U. S., 1780. Your local bank might be interested in this date in conjunction with a subject which has a banking background.

NEBRASKA JOINED THE UNION, 1867. This occasion should be celebrated in the Cornhuskers State with the theatres participating in any local events.

2nd

TEXAS INDEPENDENCE DAY. As the only state which was once an independent nation, this event is a great one in the Lone Star State and is fittingly celebrated. There are a couple of Western pictures with the early days of Texas as a background which could be suitably played on this occasion.

3rd

FIRST U. S. POSTAGE STAMPS, 1847. Local philatelists will be interested in this date. Find out when the first stamp was sold in your city, when the post office was opened and who has the first stamp. There's a Paramount short about stamp-collecting that should be admirable for this purpose.

FLORIDA ADMITTED TO THE UNION, 1845. It is less than 100 years since America's playground joined the family of states. Theatres there can participate in any celebrations with the added benefit of the height of the tourist season.

ALEXANDER GRAHAM BELL, inventor of the telephone, born 1847. This is a good day for tieups with the telephone company, using stills of the stars of your current attraction using the telephone for window displays in business offices.

4th

102nd ANNIVERSARY OF EXPRESS SERVICE in the U. S. Get tieups with the express company for this day. The companies are frequently referred to in Western pictures, so there's a good chance for tieups.

PENNSYLVANIA DAY. Charter granted to the colony in 1681. This day should be observed in those towns in the Keystone State where there are local celebrations.

VERMONT JOINED THE UNION, 1791. This is the Sesquicentennial celebration for the Green Mountain State and it will probably be fittingly observed. Theatres should participate in any way possible.

7th

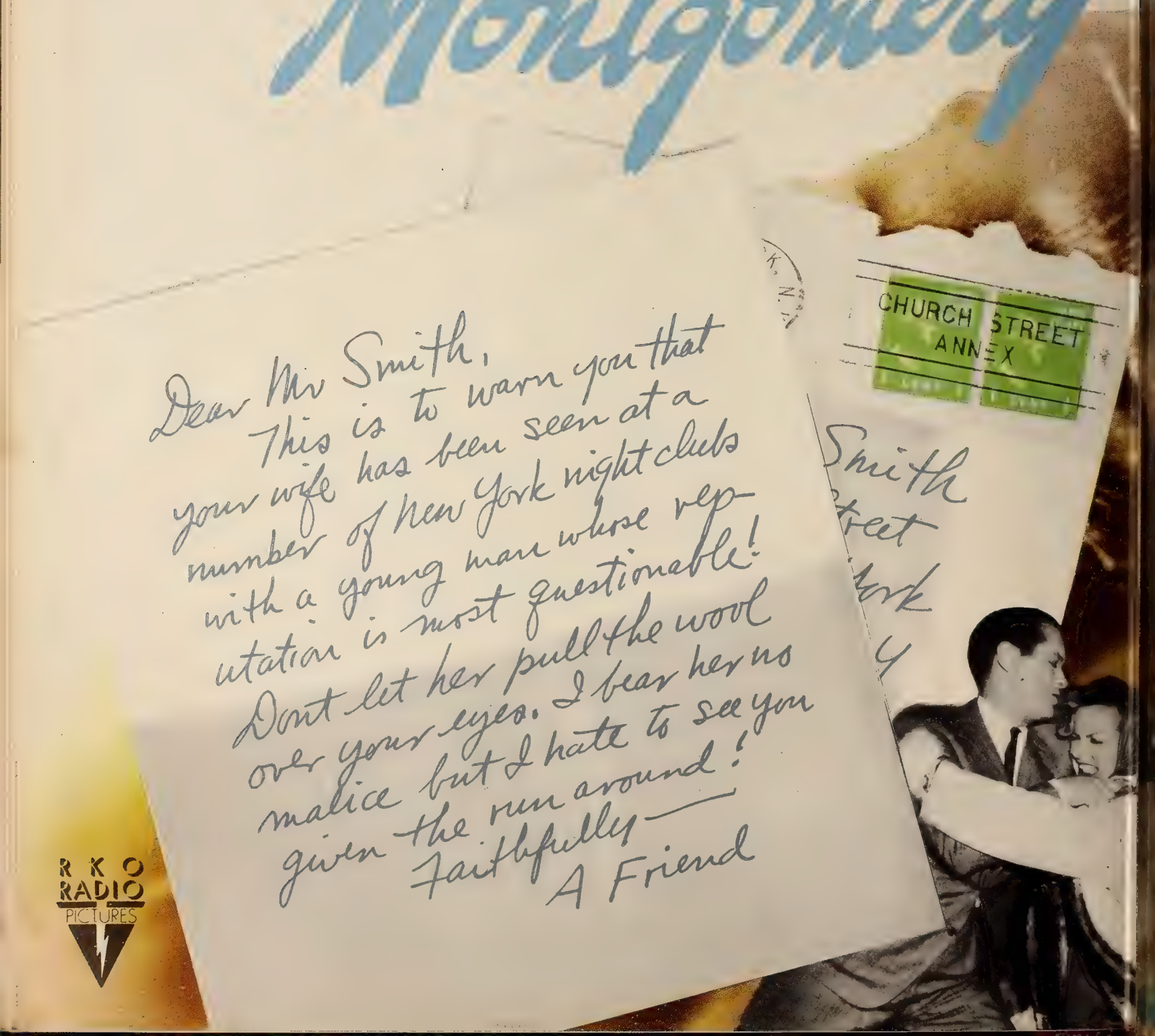
LUTHER BURBANK, horticulturist, born 1849. Observe this occasion by tieing in with florists using big displays of flowers in your lobby.


Alfred Hitchcock
says
THIS IS
LOVE!

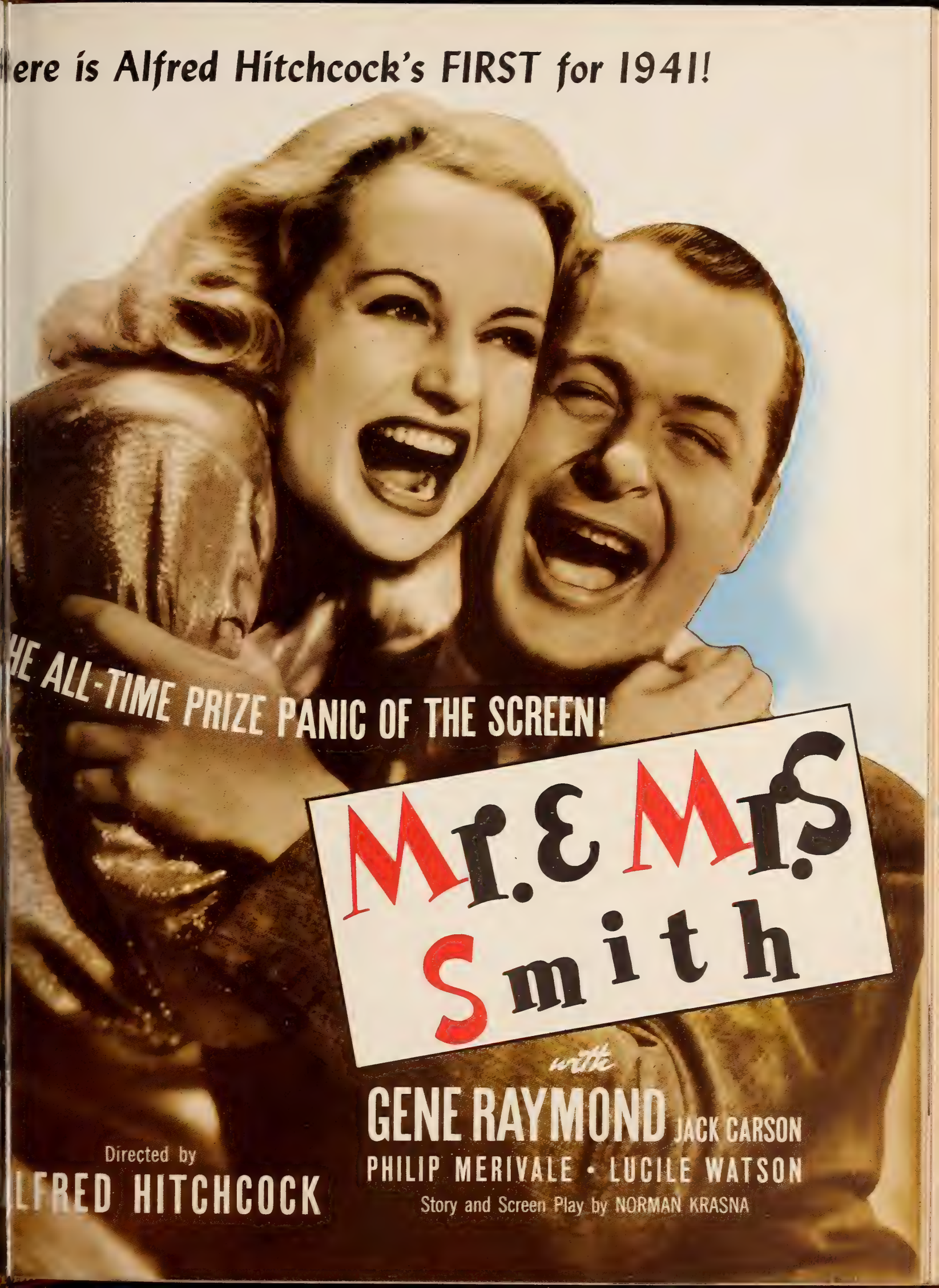
With Two in the TEN BEST for 194

CAROLE *Lombard*

ROBERT *Montgomery*



ere is Alfred Hitchcock's FIRST for 1941!



HE ALL-TIME PRIZE PANIC OF THE SCREEN!

Mr. & Mrs. Smith

with

GENE RAYMOND JACK CARSON

PHILIP MERIVALE • LUCILE WATSON

Story and Screen Play by NORMAN KRASNA

Directed by

LFRED HITCHCOCK



"The Devil and Miss Jones" on the way!

Jean Arthur in "The Devil and Miss Jones," with Robert Cummings, Charles Coburn, Edmund Gwen, Spring Byington and many others. Directed by Sam Wood, director of "Kitty Foyle" and "Mr. Chips." Produced by Frank Ross-Norman Krasna, Inc. Screen Play by Norman Krasna.

YOU CAN USE THIS!

Institutional copy, we have always contended, is an important good will builder. And when you link up your theatre's operation with National Defense, such a message gains even greater attention.

Theatres of the Lucas and Jenkins Circuit are currently running a trailer which, officials declare, "has received marvelous audience reaction every time it has been shown."

Believing that other circuit operators might also like to feature such a trailer, L & J officials have permitted us to reproduce the copy:

"Scientists tell us that 85 per cent of all learning is acquired by sight.

"We believe the motion picture screen to be exceedingly valuable in promoting the welfare of the country and aiding in National Defense efforts.

"Mr. Arthur Lucas and William K. Jenkins, under whose direction this theatre is operated, are native Georgians. They pledge you, the patrons of this theatre, that this screen, this theatre and the entire Lucas & Jenkins organization will continue to cooperate in every way in the effort our Government is making to provide adequate defense for this country."

High Schools Compete in Milking Contest Plugging "Little Men"

Local high schools of Denver, Colo., were lined up to compete in a three-day milking contest on the stage of the Orpheum as the major phase of the community-wide promotion on "Little Men." Announcements by teachers and notices on bulletin boards stirred up interest in the barnyard battle all in the manner of a big football game.

Pretty girls were numbered among the contestants who were judged as to milking technique by an expert dairyman. The three hundred contestants met on the stage where several cows were used in the test. Preliminaries were held, with the finals following. Manager Mickey Gross put up prizes totaling $100 for the best milkers.

In addition to a tieup with the *Denver Post* with resultant publicity, Denver citizens were told of the contest in circulars sent with milk deliveries to more than eight thousand homes. Milk trucks also were bannered.

One winner was chosen from each of the performances. Following the last semi-final, the six winners competed in a short contest to determine the order of the winners—$50 first prize, $25 second, $10 third, $7.50 fourth, $5 fifth and $2.50 sixth—thus a winner for each matinee and evening was in the money.

The idea of the milking contest with its attendant opportunity for good fun came about through the featuring of Elsie, the Borden prize cow, in the Towne and Baker version of the Louisa May Alcott story.

Taylor Wins Second Honor Button With Campaign on "Third Finger"

Charles Taylor, advertising and publicity director of Shea's Buffalo Theatre, Buffalo, is the first showman to have a second campaign accepted as outstanding by M-G-M's Honor Roll Exploitation Service for his exploitation of "Third Finger, Left Hand." Taylor was the first recipient of an Honor Roll Button for his splendid "Boom Town" campaign.

Highlights of the "Third Finger, Left Hand" campaign follow:

Radio tie-up with large furniture company, featuring six-day contest and offering cash and guest tickets as prizes. Co-op ads with several other large department stores. Special signs on rear of taxicabs. Table cards planted with large drug store chain. Bumper strips on buses and trolleys. Special letters to brides and grooms from a list supplied by Bureau of Vital Statistics.

Selette Puts Over Combination "Horror" Show in Great Style

Manager Eddie Selette of the Albany Theatre, Albany, N. Y., "went to town" on exploitation both in advance of and during the engagement of a double-feature "horror" show, "The Mummy's Hand" and "Before I Hang."

In advance, he (1) placed two 40x60's in the lobby; (2) had a "sandwich" man carry two one-sheets on the street; (3) screened combination trailers for a week; (4) made announcements from the stage; (5) projected a slide on a building wall; (6) displayed two one-sheets inside the theatre; (7) placed two 22x28's at the entrance by the doorman; (8) set up an operating table with a wrapped dummy just inside the entrance; (9) displayed a First Aid case with false teeth, hair dye, etc., and special copy, in the lobby.

During the engagement, he (1) constructed a special front lighted by bunch lights and green spots; (2) used green lights on the entire front under the marquee; (3) suspended light paper skeletons from beneath the marquee; (4) suspended illuminated skeleton masks along the entrance, with flashers; (5) placed an illuminated skeleton mask in the box office window; (6) moved the operating table and dummy to the sidewalk; (7) displayed two headless dummies on either side of the box office; (8) burned green flares at the curb at night; (9) used green bulbs in all inside lighting fixtures; (10) transformed the lobby into an eerie, green atmosphere; (11) moved the First Aid case to a spot near the box office; (12) had the cashiers, ushers and doorman in interne uniforms.

The aftermath of all this activity proves that Selette (1) did a better-than-average business; (2) knows how to put over "horror" attractions in his community.



A Clever, Effective Front

Manager Louis Charninsky capitalized on Joe E. Brown's cavernous mouth when Columbia's "So You Won't Talk" played the Capitol Theatre, Dallas, recently. A special front was built, part of which consisted of a giant head of Brown in front of the box office, with his mouth serving as an opening through which tickets were sold. Manager Charninsky deserves praise for a clever, effective front.

Sandwich Man Ballyhoo

"I'm not 'Comrade X,' but I'm going to the place where you'll find him," was the copy carried around town by a sandwich man as one of the highlights of the "Comrade X" campaign put over by Louis Guidette, State, Charleroi, Pa. The man passed out numbered heralds, and those whose numbers corresponded with a list displayed in the lobby were awarded guest tickets.

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PARAMOUNT'S "THE M
SUAVE!
"THI
MAD DO
A Paramount Pi
BASIL
RATHBONE · DR
ELLE
Barbara Allen · Ralph Morgan · Screen Play
(Vera Vague)


AD DOCTOR"
A THRILLER FOR EVERY WOMAN!
A CHILLER FOR EVERY MAN!
SINISTER!
CTOR"
JOHN
N • HOWARD
ward J. Green • Directed by TIM WHELAN
SUSPENSEFUL!
Paramount
Pictures

Holds Special Preview For Local Batterymen

You may have the best attractions on the market, but if your competitor engages in the sort of activities that make him well liked in the community, no amount of good pictures will keep you ahead of him. You'll see patrons going to his theatre while your cashier twiddles her thumbs.

Good will, as we have pointed out time after time, is a theatre's most popular asset. With it, yours is the most popular show house in town, even though occasionally your attractions may not be up to par. Without it, you are operating blindly and drifting toward the time when padlocks will be fastened to the front doors for good.

We have given several examples of good will in the past. In all probability you have them filed away for reference. Well, we give you now another example—one that can be used right now with better than average results.

It all happened back home in Indiana—to be specific, Mount Vernon. It seems that three employes of the New Vernon Theatre, managed by Lou Davis, are members of the local battery of the National Guard. So when the trio—William Crider, James Yaggi and William Yilleston—were called for military training, Davis hit upon a scheme that crashed the front pages of the newspaper.

He made it possible for his three employes to have as their guests all officers and members of Battery E, 139th Field Artillery, Indiana National Guard, at a special preview showing of "Down Argentine Way." Invitations were mailed to the National Guardsmen, and they all enthusiastically accepted.

The stunt attracted considerable attention to the New Vernon especially to Manager Davis. It was the best good-will winner he had ever put on, and people all over town and from the surrounding countryside found some way, whether it was by letter or through personal contact, of getting in touch with Davis to commend him for his gracious gesture.

We hardly think it necessary to point out the moral. You can readily see it for yourself. Isn't it possible that you could do the same thing in your community? Personally, we have no doubt about it.

Ties In With Organizations

Representatives of educational, civic, patriotic and other organizations, as well as members of the press, attended an advance screening of "Land of Liberty" as part of the campaign put over for the film by Cecil Vogel, Loew's State, Memphis. A letter from Mayor Chandler urged citizens to see the picture. Vogel arranged a radio round-table discussion on the film, and secured complete cooperation of every leading group in the city in circularizing information on the production.

Stages "All-Laugh" Week

An "all-laugh" week was inaugurated by Joe Longo, Loew's Cleveland publicist, as part of his "Go West" campaign. He had three men, dressed up as the Marx Bros., walk along crowded shopping streets and hand out bags of nuts. Also dwelling on the "nut" angle, Longo offered guest tickets for the nearest correct count on a large bowl of nuts displayed in a store window.

Swell School Promotion

With the cooperation of the local Board of Education, Ed Fitzpatrick, Loew's, Waterbury, Conn., made up and distributed to schools loose-leaf sheets on the top half of each of which were printed regular students' classroom schedules. The bottom half carried copy plugging his current attraction.

Meet Your Exchangemen

Jack C. (Chauncy) Cohen (Columbia)



Although only thirty, "Chauncy" started in show business at a very early age, and has been with Columbia in Western Canada nigh on to eight years. To cover his vast territory through rain, shine and snow, every means of conveyance known to mortal man has been used by him, from airplane and snowmobile, to dog team. His stories both humorous and tragic of his experiences in the Wild West could form the plot of many a good scenario. Today "Chauncy" alternates his headquarters between Calgary and Winnipeg in Canada.

David Black (Republic)



New York Salesman Dave Black has celebrated his 20th Anniversary in the film business. He started his career in 1920 as a film examiner, and then became a booker. His sales career began with Selznick Pictures, and after a time, he transferred to Warner Bros. He joined Herman Gluckman many years ago, and remained with him while the latter held the New York Republic franchise. He is still functioning for that Republic office.

Louis C. Ingram (MGM)



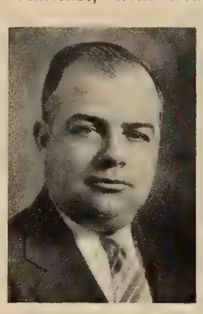
Lou's first work was with an advertising agency. His first film job was with Bromberg and then he joined Pathe. In 1922, he joined MGM as salesman and has been with the company ever since except for a brief interlude. He travels the Georgia territory and is a Georgia boy himself, so he knows the Southern lingo and can swap it with all his customers. He is a member of Tent No. 21, Variety Club of Atlanta.

Joseph E. Farrow (MGM)



Joe is a veteran of nearly 30 years in the industry, having started in 1912 with General Film Company as a bookkeeper when films were $1.00 a reel and paper was free. He served in the Navy during the War and joined Robertson-Cole (afterwards FBO) on his discharge. He was with an independent exchange for five years, and in 1926 joined MGM as bookkeeper, later becoming office manager, a post he holds today.

John F. Kirby (Paramount)



Paramount's new District Manager in the Southeast, with headquarters in Atlanta, has been with the company since May, 1925, when he becames a salesman in the Wilkes Barre exchange. With the closing of that office a year later he was transferred to Philadelphia where he became sales manager. Promotion found him branch manager at Charlotte where he remained until November, 1939, when he was advanced to the managership of the Atlanta exchange. His present job puts him in charge of the Atlanta, New Orleans and Charlotte offices.

Mel Klein (Columbia)



Mel Klein was born in St. Paul, Minn., November 29, 1901, attended school at Minneapolis, Minn., and at an early age started ushering at the Neighborhood theatres, thence to Pocatello, Idaho, where he did more ushering and went through the usual routine to become general manager of the N. B. Grossman Amusement Enterprises in Idaho. The "bright lights" of Los Angeles called in 1926 and he worked there for Universal as poster clerk. Two years later he joined Columbia in the same capacity and at the end of two weeks was made booker and office manager. In 1931 was transferred to San Francisco as assistant manager.

Jules Lapidus (Universal)



Youngest district sales manager for Universal, Jules was promoted last summer after he has successfully taken hold of the Pittsburgh branch and raised its efficiency and sales so high that he was immediately stamped for promotion. For several years before joining Universal he was branch manager for Grand National and prior to that established himself as a good salesman while working for MGM in Pittsburgh, his home town until now.

Edward Heiber (Universal)



A veteran of 16 years with Universal, Eddie has been in the picture business since he was 14 years old. That was before the first World War and started with the old Mutual Film Co. His first association with Universal was just after the War but he left to join the Associated Exhibitors, remaining with that organization until 1925 when he again joined U. After several years as a salesman, he is now branch manager in Detroit.



An SHR Showmanalysis (REG. U. S. PAT. OFF.)

ONE good asset of "Mr. and Mrs. Smith" is the fact that its director, Alfred Hitchcock, was recently accorded a high honor when the two pictures he directed in 1940 ("Rebecca" and "Foreign Correspondent") were among the ten best of the year in the opinion of newspaper and magazine critics throughout the country. For the public to know that he was at the directorial helm in the case of "Mr. and Mrs. Smith" is about as dependable an assurance of filled seats when the picture plays your theatre as you could desire.

But, of course, the RKO-Radio comedy has its other important selling factors, too. Not the least of these are its stars—Carole Lombard and Robert Montgomery. There should be much interest and curiosity concerning their appearance in this picture because (1) it marks the first time they have ever been teamed, (2) this is Carole's first comedy in a long, long time, and (3) Montgomery is back again in the sort of role which carried him to fame.

Use Personal Message Trailer

We need hardly suggest that you begin a teaser campaign well in advance. For ideas you have only to look through the regular ads in the press book, and from these you can glean catchlines that will develop interest in the forthcoming attraction. Even before you run your regular trailer, have one of your own made, along the lines of a personal message. We have a suggestion for the copy, which you can alter to suit your needs. Incidentally, if you should use this copy, or something similar to it, the effect would be best if it appeared on the screen in the "rolling" style; that is, copy moving from the bottom of the screen toward the top, as though it were being unwound from a spindle out of screen range at the bottom onto a spindle out of screen range at the top. Here is the copy:

"Calling all Smiths! Calling all Joneses! Calling all Browns! Calling everybody! I've some swell news for you—news that I am sure will be the most welcome you've received in a long time. The all-time prize panic of the year (and make no mistake about that) is coming to this theatre soon. Carole Lombard and Robert Montgomery are teamed for the first time in a deliciously daring, delightfully different domestic dilemma that will have you in a continuous uproar of laughter. The title of the picture is 'Mr. and Mrs. Smith', and you can take my word for it—it's swell entertainment. Alfred Hitchcock, who made 'Rebecca' and 'Foreign Correspondent" two of the ten best pictures of 1940, directed it. It isn't often that I put my personal endorsement on a picture, but in the case of 'Mr. and Mrs. Smith' I feel justified in doing so. Whatever you do, whatever you have planned, let nothing keep you from seeing Carole Lombard and Robert Montgomery in 'Mr. and Mrs. Smith' at this theatre soon. Watch for the date! (Your Name), manager."

Now the title will immediately suggest a wealth of "Smith" stunts, but before you try the one of having all the Smiths in town come to your theatre on a certain evening, be sure you know just how many Smiths there really are. More likely than not more will turn up than you can accommodate. Of course, if you want to grab some good publicity through the news that "Smiths Mob Blank Theatre," then go to it. But don't let there be any hard feelings among those who may not be able to get in. Think this over before you take the step.

Through the newspaper promote a search for recently married Smiths. You can set your own date for eligibilities. After you have gotten together the number of newlyweds you desire, arrange a special banquet and theatre party for them. Take them on a tour of the leading stores, which in turn would run cooperative advertising in the newspaper. Let them be special guests at your opening night performance.

Other Smith suggestions include (1) a prize for the largest Smith family attending your theatre during the film's engagement; (2) a stage wedding for a Mr. Smith and his fiancee, if there *are* any; (3) personal letters from yourself to every Smith in town urging them to see the picture; (4) a special award in recognition of the longest-married Smith couple in your community; (5) calling all Smiths listed in the telephone directory and saying: "Hello. Is this Mr. and Mrs. Smith's residence?" The answer will obviously be "Yes." Then you continue: "But you *can't* be the 'Mr. and Mrs. Smith' that will be featured at the Blank Theatre Friday. They're Carole Lombard and Robert Montgomery in the laugh panic of the year."

Have you thought of making some sort of tie-up with the hotels? It could be done on this picture, since it is just the sort of entertainment transients need to "rest them up" after long trips. We suggest you have several small cards imprinted and placed under the doors of hotel guests. Suggested copy: "Good Morning, Mr. and Mrs. Blank. While you're in (name of town) there are at least two people we're sure you'd love to meet—'Mr. and Mrs. Smith'. Oh, no—these aren't the Smiths you know—in fact, you've never met a couple like them. Hurry over to the Strand Theatre now and see Carole Lombard and Robert Montgomery in the comedy that will have to stand as the funniest of the year until a funnier one comes along—'Mr. and Mrs. Smith', etc."

In hotel lobbies bellhops could be directed to page "Mr. and Mrs. Smith" at frequent intervals. And then again, you might hire a young couple to enter hotels at various times and "register." When the clerk sees their name and asks if this is *the* Mr. and Mrs. Smith he's heard so much about, the couple answer so that they can be easily heard: "Oh no, no. You'll find *that* 'Mr. and Mrs. Smith' at the Blank Theatre, and from what we hear, they're the goofiest matrimonial twosome you've ever seen, etc."

"Mr. and Mrs. Smith" have several rules for a successful marriage, one of which is to stay in your room together until a quarrel has been patched up. Local married couples probably have their rules for an ideal marriage, so solicit these rules by means of a newspaper contest. Explanatory letters should accompany the rules, awarding of prizes to be based on the letters in case of ties.

Get some of the stills showing Carole and Montgomery in their matrimonial battles and use these in window displays for first-aid supplies. There are also fashion stills which might be used in connection with window displays in women's shops and also used as art breaks on newspaper fashion pages.

Don't let the problem of cut-out displays worry you. At least it shouldn't upset your budget, because the one-sheet, three-sheet, six-sheet and 24-sheet on "Mr. and Mrs. Smith" are made to order for cut-out purposes. If you want something large and effective and colorful for your lobby or marquee, you can't go wrong in cutting apart the 24-sheet.

Story and screenplay by Norman Krasna. Directed by Alfred Hitchcock. Harry E. Edington, Executive Producer.

Director Alfred Hitchcock always appears in at least one scene of every picture over which he presides. Since his photograph has appeared in many national magazines (*Life* carried a picture-story on him several months ago), offer guest tickets to fans who, after seeing the picture, adequately describe the scene in which they got a glimpse of the famed director.

In the issue of *Life* dated January 27, "Mr. and Mrs. Smith" was the "Movie of the Week." Besides featuring scenes from the picture itself, the layout also devoted a page to a production angle, in which Carole turns the tables and directs Hitchcock in the scene that becomes his trademark for the picture. Get a copy of this issue and have the cover and the movie layout blown up for display in the lobby.

Extend special effort toward selling "Mr. and Mrs. Smith" to your patrons. You'll surely be well repaid—at the box office.



Just about everything you could want to sell "Mr. and Mrs. Smith" effectively to your public is embodied in this 24-sheet, which is indeed colorful and attractive, although the halftone above can't do justice to the real thing. The poster has very good elements for a lobby or marquee cutout, and the stars' names are well emphasized. Note, too, that Director Alfred Hitchcock's name stands out, which is as it should be.

SLASHING RECORDS!



Outstanding even among all the g
Edward Small. Its solid qualities of
sive methods of showmanship ha
week at the box-office. For instan

MIAMI BEACH . . .

day and date engagements at the Lincoln and Surf Theatre
set the biggest gross on any U.A. picture in more than a yea

SALT LAKE CITY . . .

first three days at the Utah does 157% of average!

SEATTLE . . .

second big week at the Liberty Theatre and surging crowds a
every performance!

TOLEDO . . .

smash Christmas engagement accelerated even holiday figure
to highest in many seasons at Loew's Valentine!

Edward Small *presents*

THE SON OF

starring ***Louis*** **HAYWARD**

with **GEORGE SANDERS** • **FLORENCE BATES** • **MONTAGU LO**

dience-aimed pictures produced by
lar appeal, its adaptability to aggres-
n consistently revealed week after

SPRINGFIELD, MASS. . . .

Warner's Capitol selected it as its Christmas attraction and did maximum holiday business, plus! Biggest opening of any U.A. release in months!

NORFOLK . . .

first four days zoom to 137% of average at Loew's State!

NEW ORLEANS . . .

opening day at Loew's State brings turn-away crowds. Second day $500. over opening. Third day $950. over opening. A hit that opens powerfully and builds with skyrocket momentum!

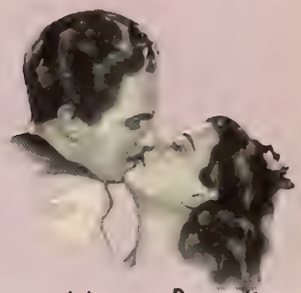
AKRON . . .

Loew's registers biggest Saturday and Sunday in more than two months!

THE PICTURE THAT'S GOT AS MANY SALES ANGLES AS IT HAS SWORDS!



The eager fans remember "The Count of Monte Cristo!"



They want to see Bennett and Hayward, the lovers of "Iron Mask" teamed again!



They want to thrill to the smooth villainy of George Sanders, fascinating menace of "Rebecca" and "Foreign Correspondent"!



They know it's aimed to entertain millions if it says "Produced by Edward Small"!

MONTE CRISTO

Joan BENNETT

eenplay by George Bruce • Directed by Rowland V. Lee • A Rowland V. Lee Production

Released thru UNITED ARTISTS

Human Relations in Business

Here are Thoughts of Value for Every Theatreman

This is the first of a series on Human Relations in Business. The 52 messages which comprise this series are the culmination of 35 years experience on the part of The Stevens-Davis Company, Chicago, in problems of personnel. Through this company's courtesy, as well as that of the editors of "Par," Fox West Coast theatre organ which first reproduced the articles, we are privileged to present this valuable series (with minor adaptations) to our readers in the hope that by studying and assimilating the thoughts contained therein exhibitors will greatly benefit. The material is protected by copyright by the Stevens-Davis Company of Chicago, publishers and owners of the Human Relations in Business program.

Magic of Names: To each person, one name stands out as the most important in the world. That name is his own. No wonder he dislikes to have it misspelled, pronounced incorrectly or treated disrespectfully. How to get names straight, and then remember them, is one of the most vital points in human relations.

Why Argue?: When you win an argument, you may lose a friend. But no one need argue—if diplomatic methods of dealing with people are followed.

Sell the Company: Too few employees realize that when they sell their company, they sell themselves. For a company is known by the "employees it keeps." If it is a good one, it must have good employees. On the other hand, if employees speak ill of a firm, they belittle themselves for being associated with it.

Patron Appreciation: Patrons make jobs; thus the necessity for pleasing them. The price paid for indifference to patrons is dear, and the rich rewards of making patrons feel important and that their business is greatly appreciated is great.

A Smile Will Do It: Focused upon us like so many candid cameras are the eyes of all with whom we come in contact. And whether the picture is taken by associates or patrons, they, alike, prefer friendly faces. Destiny has been said to lurk in the corners of one's mouth. If those corners curve up in smiles of appreciation, they attract friends and business. But if they curve downward with cheerless indifference, only failure can result.

Enthusiasm: It's an old saying and true, that "Nothing is more contagious than enthusiasm—except the lack of it." Enthusiasm expresses the human element in business. It has won patrons in spite of higher prices and inconvenience. It has proved the vital factor which has influenced many a sale. Develop enthusiasm and maintain it at a high level.

Are You Listening?: Talkers are many. Listeners are few. That's why everyone appreciates a good listener. Whether the conversation be in the nature of a complaint or purely social, there's a magic charm about the person who has learned to be—*a good listener.*

A Winning Personality: For years Will Rogers has been accepted as the outstanding example of a winning personality. The sincerity, loyalty, genuineness and thoughtfulness of others, which made him the friend and idol of great and small, rich and poor, can, if practiced, help you.

The Value of "Thank You"; One of the things every successful person in business must learn is you can't take patrons for granted. In fact, the longer you hold them, the more courteously they should be treated. Every patron wants to feel his patronage is appreciated. And there's no better way to show him it is than by a courteous, cheerful "Thank you."

(Another in this series will appear in an early issue of STR. Watch for it.)

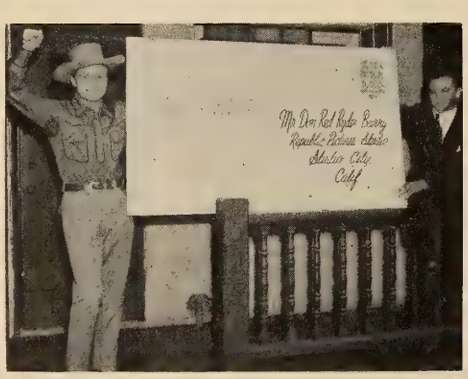
Modern Teletype Display Used to Publicize "Reuters" in Okla. City

Manager Paul Townsend of the Liberty Theatre, Oklahoma City, and Standard Theatres exploiteer W. C. (Lew) Lewellen, worked in close harmony with the local Postal Telegraph office to sell "A Dispatch from Reuters." Townsend's pre-selling lobby display consisted of "the old vs. the new" angle by placing two champion carrier pigeons in a display with a modern teletype machine used by Postal Telegraph. On opening day the teletype machine was connected and Postal furnished an operator to operate the machine in the lobby for first three days of the picture. At half-hour intervals patrons were selected to send free messages to friends or relatives anywhere in the U. S. by Postal Telegraph.

Stars of the picture and studio officials sent congratulatory messages on opening night which were received on the machine operating in the lobby. Postal also furnished miniature messages for distribution in the theatre lobby week in advance and delivered a thousand regular messages to business men throughout the city's main office building. Townsend reports these activities gave "Reuters" a more-than-average send off for his theatre.

Post Card Gets Laughs

A real laugh-getter was the post card message used in advance of "Go West" by Ed Pentecost, Loew's Grand, Atlanta. The message read: "At the request of a close friend of yours, we are shipping you, under separate cover, samples of our raindrops. Besides bringing relief from the drought, they can also be used in larger quantities to bathe the canary. We would refer you to the manager of Loew's Grand Theatre as to our qualities, but he has gone completely nuts since seeing the new Marx Bros. picture, 'Go West'."



Invitation to a Premiere

A gala western celebration heralded the recent premiere of Republic's "Texas Terors" at Redlands, Calif. Don "Red" Barry, star of the film, was presented a key to the city at a luncheon in his honor. Here he is shown, with Director George Sherman, exhibiting the huge post card inviting him to come to Redlands for the premiere.



Did You Get Yours?

Thousands of these cardboard discs were distributed to radio stations, newspaper editors and theatre managers all over the U. S. on behalf of Hal Roach's new comedy United Artists musical, "Road Show." Recipients were surprised to find the disc a real phonograph record, which, when played, revealed two of the film's hit tunes and sales plugs. Exhibitors and radio stations alike can use the record in many different ways for advance exploitation. Hal Roach's publicity department on the Coast, in collaboration with UA, was responsible for this unique bit of showmanship.

Rosenthal Scores With Football Contest

What promises to be an annual event in Bridgeport, Conn., is the Majestic Theatre—*Times-Star* All-Star Football Contest. Manager Morris Rosenthal inaugurated it in 1939, when some 200 votes were registered. In 1940 the number of votes mounted to 2,000.

But let's get at the beginning of this thing. Rosenthal made a tieup with the sports editor of the *Times-Star* to select a Greater All-Star Football Team from the high school teams of the county.

Each day for six days the newspaper published a ballot which provided space for sport fans and others to list their candidates for the eleven positions of the All-Star Team. Along with the ballots were published news stories pertaining to the contest, and in each of these stories was a plug for the Majestic Theatre.

Following selection of the winning team by the judges, additional stories broke announcing that the team would be presented gold footballs, donated by the theatre, on the stage of the Majestic. Consequently, the S.R.O. sign was hung up early on that particular evening.

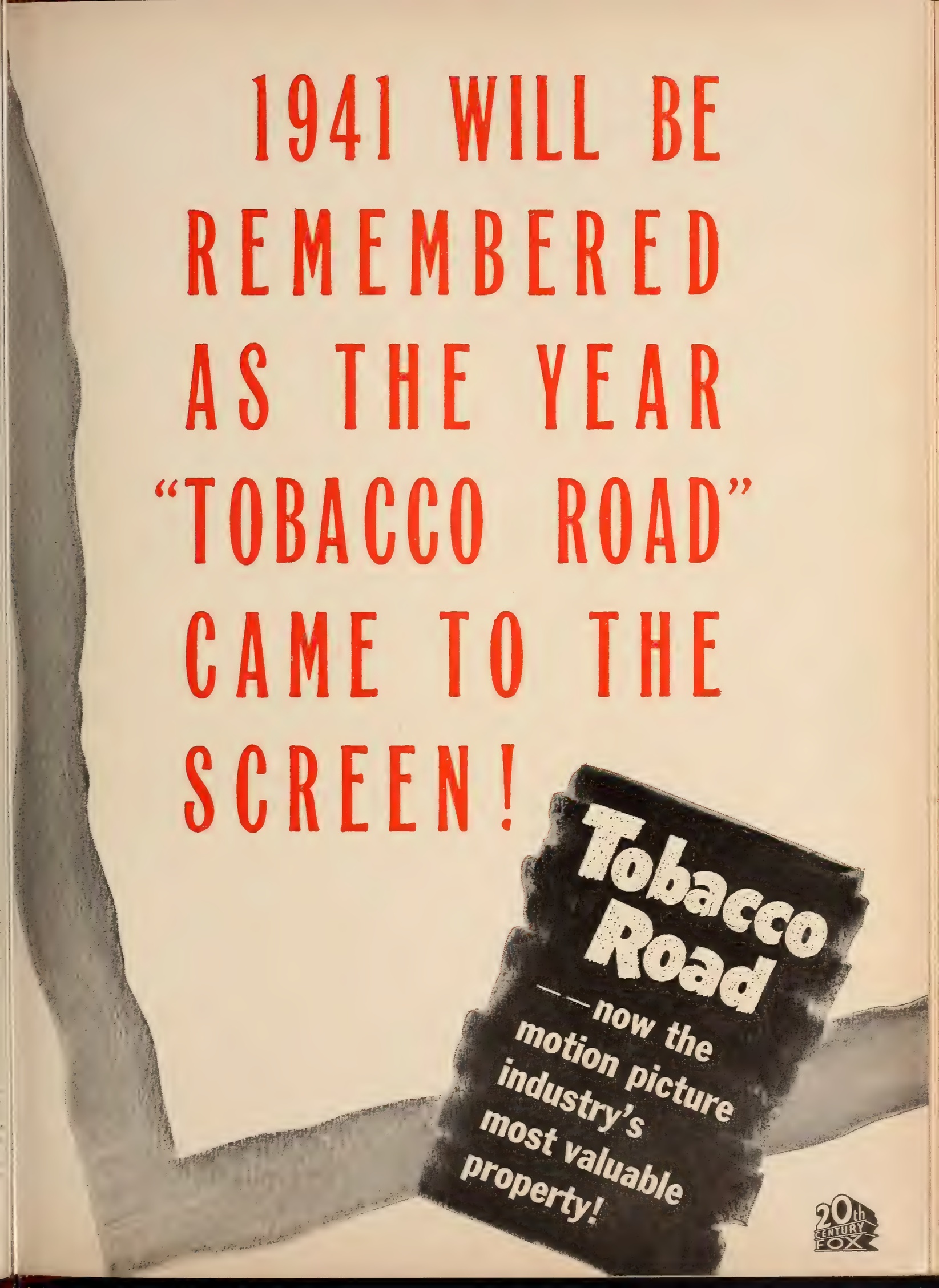
Governor-elect Robert A. Hurley was prevailed upon to appear at the theatre and witness the presentation, along with Mayor Jasper McLevy, prominent football stars of Notre Dame and Yale, Kiddo Davis, prominent baseball star, and coaches of the local high schools. Occupied by the various high school teams, the boxes were decorated in school colors, while on the stage the high school bands participated in opening the festivities.

Governor-elect Hurley's notification that he would attend the affair resulted in a front-page story. All in all, the stunt netted Rosenthal 2,500 lines of free space, increased his pre-Christmas attendance to a marked degree.

It is little wonder that he plans to make the All-Star Football Team Contest an annual affair. Besides the results just cited, Rosenthal, through his actions, maintains goodwill between his theatre on the one hand, and the schools, newspaper and the public on the other.

If managers all over the country don't duplicate this remarkable bit of showmanship next year, we'll be very much surprised.

1941 WILL BE REMEMBERED AS THE YEAR "TOBACCO ROAD" CAME TO THE SCREEN!



The Box Office Slant

Meet the Chump

Universal **Farce** **60 mins.**

(Prod. No. not set—Nat'l Release, Feb. 14)

AUDIENCE SLANT: (FAMILY) IF THEY CAN LAUGH AT COMEDY THAT'S SILLY TO THE POINT OF BOREDOM, THIS WILL PLEASE. BUT FOR MOST PATRONS IT WILL BE TOO MUCH TO SWALLOW.

BOX OFFICE SLANT: HUGH HERBERT'S NAME MAY HAVE SOME DRAW AT THE BOX OFFICE, BUT THIS COMEDY WILL NEED STRONGER FEATURE SUPPORT.

Cast: Hugh Herbert, Lewis Howard, Jeanne Kelly, Anne Nagel, Kathryn Adams, Shemp Howard, Richard Lane, Andrew Tombes, Hobart Cavanaugh, Charles Halton, Martin Spellman, Ed Gargan. **Credits:** Associate Producer, Ken Goldsmith. Directed by Edward Cline. Screenplay by Alex Gottlieb. Original story by Hal Hudson and Otis Garrett. Director of photography, Elwood Bredell. Musical direction, Charles Previn.

Plot: If he marries on his 26th birthday, Howard comes into a ten-million dollar estate. That's all right with his uncle, Herbert, who is trustee, but Herbert has spent half the money on crazy investments, and this might not go so well with a judge. So Herbert, slightly wacky anyway, has to appear even wackier. There are many complications, but eventually the investments are bought by big interests and he is able to make up the five million. Howard marries.

Comment: When comedy becomes too silly to be funny it becomes boring, and that's what happens in the case of "Meet Mr. Chump." By the time the dizzy round of inanities is over, one can't help but laugh at the gag ending. Yet, in between, it's just too much for the average theatregoer. There are, of course, some who laugh the loudest at the craziest things, but they are the exception rather than the rule. You'll need a stronger feature with this to bolster your program. Use the title for snipe catchlines, and use a comic "chump" standee in the lobby.

Catchline: "It's the Hugh's Who of Humor."

Rolling Home To Texas

(Hollywood Preview)

Monogram **Western** **63 mins.**

(Nat'l Release, Dec. 30)

AUDIENCE SLANT: (FAMILY) WILL GET BY WITH THE WESTERN FANS.

BOX OFFICE SLANT: SHOULD DO OKAY WHERE THE SERIES IS POPULAR.

Cast: Tex Ritter, Cal Shrum and his Rhythm Rangers, Slim Andrews, Virginia Carpenter, Eddie Dean, Jack Rutherford, Minta Durfee, Walt Shrum and others. **Credits:** Directed by Al Herman. Screenplay by Robert Emmett. Photography by Marcel A. LePicard. Film editor, Fred Bain. Produced by Edward Finney.

Plot: Tex Ritter's uncle, head of the Desert Wells Penitentiary, asks the aid of Tex and Slim Andrews, to check a series of bank robberies that have been committed by escaped convicts. He traces the prison breaks and when the next convict escapes, trails him. The gang discovers this and shoots he prisoner to keep him from talking. They plan another fake robbery, using the brother of Tex's girl-friend for a decoy. He is wounded and Tex arrests him for safe-keeping. Tex is led into a trap, but escapes in a thrilling gun battle, with the aid of the honor prisoners who have been deputized.

Comment: Maintaining the pace of the last two pictures of the series, this one, although top-heavy with eight musical numbers, should get by with the western addicts. An improvement in the dialogue would have brought the picture up to the top of the list. In its favor is a new type of story, different from the kind usually seen in westerns, a distinct asset to the finished product. Tex Ritter again turns in one of his consistent performances, including the rendition of several songs, hard-riding and a few swell fights. Cal Shrum and his Rhythm Rangers deliver the music in a notable manner and Slim Andrews handles the comedy routine. A highlight of the picture is provided by Eddie Dean, who gets an opportunity to display an unusually fine singing voice, in addition to a nice personality. Cowboy band could be used for lobby and street ballyhoo.

Catchline: "Tex solves the case of escaped prisoners."

Legion of Decency Ratings

(For Week Ending Feb. 1)

SUITABLE FOR GENERAL PATRONAGE

Arkansas Judge
Buck Privates
Meet the Chump
Pride of the Bowery
Ride, Kelly, Ride
Ridin' on a Rainbow
You're Out of Luck
Roadshow

SUITABLE FOR ADULTS ONLY

Cheers for Miss Bishop
Caught in the Act
Blonde Inspiration
Secret Evidence

OBJECTIONABLE IN PART

High Sierra
So Ends Our Night
This Thing Called Love

Ridin' On a Rainbow

Republic **Musical Western** **79 mins.**

(Prod. No. 44—Nat'l Release, Jan. 24)

AUDIENCE SLANT: NOT TOO MUCH OF THE WESTERN STUFF FOR ANY AUDIENCE AND ENOUGH TO KEEP THE DYED-IN-WOOL WESTERN FANS INTERESTED.

BOX OFFICE SLANT: SHOULD DO THE USUAL AUTRY BUSINESS AND COULD HELP SOME BIG CITY NEIGHBORHOOD THEATRES' WEEK-END BILLS.

Cast: Gene Autry, Smiley Burnette, Mary Lee, Carol Adams, Ferris Taylor, Georgia Caine, Byron Foulger, Ralf Harolde, Jimmy Conlin, Guy Usher, Anthony Warde, Forrest Taylor, Burr Carruth. **Credits:** Associate Producer, Harry Grey. Directed by Lew Landers. Screenplay by Bradford Ropes and Doris Malloy. Original story by Bradford Ropes. Director of photography, William Nobles. Film editor, Tony Martinelli. Musical director, Raoul Kraushaar.

Plot: Mary Lee's father, a performer on Taylor's showboat, conspires with Harolde and Conlin to participate in a bank holdup. All the money that Autry's friends had put in the bank at his suggestion is stolen, with no trace of the bandits. Autry joins the show in order to follow Mary whom he thinks will lead him to her father. He becomes friendly with her and finally she agrees to see that the ranchers get their money back if Autry will allow her to see her father alone. She joins her father when the boat stops down the river and persuades him to give himself up. The gangsters, however, kill him and attempt to kidnap her, but she is saved by Autry.

Comment: This one should really be called a river Western because it takes place largely on a showboat. These Autry pictures are being given better and finer production and settings and good story treatment as well. This particular one has all the ingredients anyone could ask for in a picture of its type. Little Mary Lee is a cute eyeful and of course, Autry and Burnette play their usual type of roles to perfection. Direction is as good as this reviewer has seen in any picture of this type. In the larger cities where Autry is not so well known as in the smaller towns of the country, exhibitors would do well to play a picture like this on a Saturday. The Western angle is so subdued that it seems to be merely incidental, yet there is enough of it to please most of the Western fans. Sell it through the Autry tieups. Get out handbills in showboat style and use a blow up of the showboat in the lobby.

Catchline: "Gene joins the showboat to solve a murder."

Patents and Trade Marks

Patent and profit by your inventions. Protect your most valuable assets. Expert personal service.

LESTER L. SARGENT
Registered Patent Attorney

1115 K St. N.W. Washington, D. C.

Wild Man of Borneo

MGM **Comedy-Drama** **78 mins.**

(Prod. No. 121—Nat'l Release, Jan. 24)

AUDIENCE SLANT: (FAMILY) THE TITLE MAY LEAD THEM TO THINK THIS IS A THRILLER-DILLER, WHEREAS IT IS MERELY A PLEASANTLY DIVERTING COMEDY-DRAMA WITH FRANK MORGAN IN A ROLE THAT PERMITS HIM TO RUN THE GAMUT OF EMOTIONS FROM COMEDY TO PATHOS.

BOX OFFICE SLANT: THE TITLE AND EFFECTIVE EXPLOITATION SHOULD LURE THEM IN, BUT IN MOST SITUATIONS THIS FEATURE WILL OCCUPY THE LOWER HALF OF A DUAL BILL.

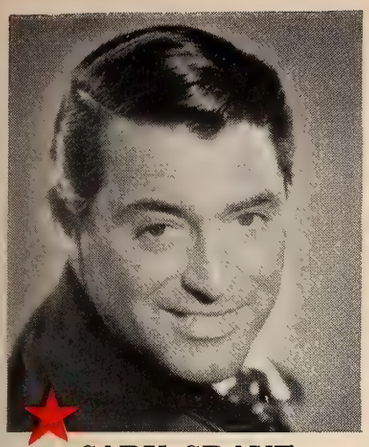
Cast: Frank Morgan, Mary Howard, Billie Burke, Donald Meek, Marjorie Main, Connie Gilchrist, Bonita Granville, Dan Dailey, Jr., Andrew Tombes, Walter Catlett, Joseph J. Green, Phil Silvers. **Credits:** Directed by Robert B. Sinclair. Screenplay by Waldo Salt and John McClain. Based on the play by Marc Connelly and Herman J. Mankiewicz. Director of photography, Oliver T. Marsh. Art director, Cedric Gibbons. Musical score, David Snell. Film editor, Frank Sullivan.

Plot: Morgan, medicine show spieler, returns home to find the family estate bankrupt. At the behest of his daughter, Mary Howard, he takes her to New York, and the two live at a theatrical boarding house operated by Billie Burke. Morgan poses as an actor, but secretly manufactures soap in his room which he hawks on the street. He arouses the suspicions of Meek and Connie Gilchrist, but succeeds in "covering" himself. Meeting an old friend, Catlett, he agrees to be a sideshow attraction, "The Wild Man of Borneo" at Catlett's penny arcade. Catlett turns out to be Connie's husband, and Morgan's true status is discovered. He plans to leave, but daughter Mary and her fiancee, Dailey, Jr., urge him to stay.

Comment: Out in the sticks they're going

(*Continued on Page 30*)

For Additional Exploitation Ideas on These Pictures, Consult the Encyclopedia of Exploitation—See Page 32



CARY GRANT
in "Penny Serenade"



IRENE DUNNE
in "Penny Serenade"



FRANCHOT TONE
in "A Girl's Best Friend Is Wall Street"



JOAN BENNETT
in "A Girl's Best Friend Is Wall Street"



VIRGINIA BRUCE
in "Senate Page Boys"
(tentative title)

Making pictures on the Columbia lot NOW!



HERBERT MARSHALL
in "Senate Page Boys"
(tentative title)



GEORGE BRENT
in "They Dare Not Love"



MARTHA SCOTT
in "They Dare Not Love"



JACKIE COOPER
in "Her First Beau"



JANE WITHERS
in "Her First Beau"



WILLIAM HOLDEN
in "Texas"



WARREN WILLIAM
in "Texas"

The Box Office Slant

Wild Man of Borneo

(*Continued from Page 28*)

to infer from the title that this is a thriller-diller; instead, they'll find it a pleasantly diverting comedy-drama with Frank Morgan in the sort of characterization that permits not only to display his comedy talent but his dramatic ability as well. For old-timers, especially those who remember the two-a-days, the theatrical boarding house setting of the '90's will arouse some nostalgic memories. The picture is well acted and directed and manages to entertain satisfactorily, but it won't prompt Mrs. Jones to urge Mrs. Brown to see it. Booked on a weekend with an outdoor action picture, it should do all right. In other situations, it will have to take its place on the lower half of a dual bill. Stressing the "wild man" angle in your exploitation will probably lure them in, but crowds gained in this manner are not always too appreciative. Better follow the angles explained in the press book, for they most suitably apply to the type of film this really is.

Catchline: "Meet Frank Morgan as a 'con man' without a conscience."

Along The Rio Grande

(Hollywood Preview)

RKO-Radio **Western** **66 mins.**

(Prod. No. 183—Nat'l Release, Feb. 7)

AUDIENCE SLANT: (FAMILY) OKAY FOR THE WESTERN ADDICTS.
BOX OFFICE SLANT: SHOULD EQUAL THE RETURNS OF ITS PREDECESSORS.

Cast: Tim Holt, Ray Whitley, Betty Jane Rhodes, Emmett Lynn, Robert Fiske, Hal Taliaferro, Carl Stockdale, Slim Whitaker, Monte Montague, Ruth Clifford, Harry Humphrey. **Credits:** Directed by Edward Killy. Screenplay by Arthur V. Jones and Morton Grant. Story by Stuart Anthony. Director of photography, Frank Redman. Edited by Frederic Knudtson. Produced by Bert Gilroy.

Plot: Tim Holt, with the aid of Ray Whitley and Emmett Lynn set out to clean up a gang of bandits headed by Robert Fiske. They join up with the outlaw gang, but tip the sheriff off to every holdup planned. Fiske learns of Holt's plans for a final roundup of the crooks and reverses it into a trap to catch Holt. However, Whitley escapes and brings back the sheriff and his posse in time to round up the bandits.

Comment: Western fans will not be disappointed in this one, a horse opera that follows the usual pattern. It has the same entertaining story content as the first two of the series and should hold its own on the action spot of most bills. As in the others, the picture is dominated by some very clever riding, gun fights and a few well spotted songs. Young Tim Holt again delivers a dependable performance aided by Emmett Lynn's comedy and Ray Whitley's singing. Direction and production are top-flight. Dress up lobby and front in the usual western manner. Distribute photographs of Holt to children at matinee.

Catchline: "An adventure among outlaws."



A Display That Sells Tickets

Combining artistic beauty with seat-selling appeal, this attractive lobby display was designed by Nick Todorov, assistant manager and director of publicity, for the engagement of Warners' "South of Suez" at Wilmer & Vincent's Colonial Theatre, Allentown, Pa. Incidentally, the display is interchangeable, so that other important attractions can be plugged in the same manner.

The Merry Wives

(*Czech Language, English Titles*)

Edgar E. Lloyd **Historical Comedy** **80 mins.**

AUDIENCE SLANT: GOOD WHERE THERE IS A CONCENTRATION OF CZECHO-SLOVAKS.
BOX OFFICE SLANT: MOST THEATRES WILL FIND LITTLE VALUE IN IT.

Cast: Zdenek Stepanek, Ladislav Pesek, Hana Vitova, Adina Mandlova, Vaclav Vydra, Helena Friedlova and others. **Credits:** Scenario and direction by Otakar Vavra. Story by Zdenek Stepanek. Camera, Jan Roth.

Plot: An episode from the life of Nicolas Dachisky, a Bohemian (Czech) nobleman of the 16th century. The clever tactics by which this hero, poet, bravado, and Don Juan, all in one, exposes a number of corrupt officials in the mining community of Kutna Hora, the site of the nation's silver deposits and mint, constitute the theme of the picture.

Comment: "The Merry Wives" is the last film production to come out of Czecho-Slovakia. It was made in 1938 shortly before the Munich crisis, and was awarded 1st prize at the International Film Festival at Venice, Italy, August, 1938. Though it may draw in places where there is a concentration of Czecho-Slovakian peoples, it is not of exceptional entertainment value to English speaking audiences. It's most serious fault is the occurence of several dragging moments. Other than this, the acting, direction, photography, etc., are all very good. The story, of course, is not a new one, but it makes good film material nevertheless.

For booking information write Edgar E. Lloyd, 11 West 42nd Street, New York City.

Elaborate Fronts Gain Attention for Two Attractions at Newark Para.

A colorful and attractive front was used for the engagement of "North West Mounted Police" at the Paramount Theatre, Newark, N. J. Highlighting the film's action, a banner with cutout letters and appropriate illustrations extended across the front and blowups and stills were placed on either side of the box office. The doorman and ushers were attired as mounties. And, incidentally, a short subject was given prominence when a sign advertising Phil Spitalny's "Moments of Charm of 1940" was placed on the front of the box office just below the cashier's window.

With "Love Thy Neighbor" as the Christmas Week attraction, this picture was well ballyhooed in advance in the inner lobby. An elaborate display extended across the lobby above the doors. Out in front, on opening day, highlights of the film were contained in a colorful, specially built display. Christmas decorations were placed around the marquee.

Showmen Win Buttons for "Band" and "Escape" Campaigns

Recent winners of MGM Honor Roll Buttons include E. French Gallagher, manager of the Fox Illinois Theatre, Centralia, Ill., for his campaign on "Strike Up the Band," and Len Worley, Madison Theatre, Peoria, Ill., for his "Escape" campaign.

Highlights of Gallagher's campaign were: Street parade two days prior to opening, using local high school band, with two large banners selling the picture prominently displayed. The same band paraded between halves of a football game day before opening. Dog awarded to holder of lucky number among several thousand cards which were distributed. Every merchant in downtown section carried special window display on the film. There was also a display on the City Hall lawn, floodlighted at night. Ten days in advance a 24-sheet panel was posted on all main highways leading to the city. Also, 100 block 2-sheets and 100 jumbo cards. Thirty-five hundred exchange heralds were distributed.

Among the important activities pursued by Worley on behalf of "Escape" were: Contests in both daily newspapers: classified ad in *Journal-Transcript* and "Favorite form of escape" letter-writing stunt in *Star*. Tieup with large local department store with patrons finding different letters from the title in packages; complete sets entitling them to guest tickets. Tieup with leading electrical appliances store, with copy telling women to "escape the drudgery of housework, etc." Balloons containing passes released from roof of theatre at noon of opening day. Auction of copies of novel "Escape," autographed by Norma Shearer, from stage of house opening night, with proceeds to local charities.

Good Selling Stunt, By Gum!

Harland Rankin, manager of the Plaza Theatre, Tilbury, Ontario, knows how to draw attention to an attraction he wishes to plug. On "Grand Ole Opry," for instance, he passed out imprinted envelopes containing sticks of Doublemint chewing gum. A note at the bottom of the envelope invited the holder to "enjoy this sample of Wrigley's Doublemint Gum." Patrons looked for the gum, but also read the copy. And that's what counts.

Complete Tabulation of 1940-41 Feature Releases

(*Breakdown on Page 12*)

	Sold	Completed	Being Edited	In Prod.
Columbia	45	14	7	1
Westerns	16	7	2	—
MGM	52	22	6	4
Monogram	26	13	—	2
Westerns	24	6	2	—
Paramount	38	17	12	5
Westerns	6	2	3	1
RKO-Radio	53	23	6	5
Republic	28	12	1	1
Westerns	30	14	1	2
20th-Fox	52	28	11	4
United Artists	24	10	5	2
Universal	52	27	3	7
Westerns	7	4	1	—
Warner Bros.	48	20	11	8
TOTAL	503	219	72	42

HELPFUL HINTS

(Ed. Note: This is one of a series of timely and valuable letters prepared by Charles H. Ryan for managers of Warner Chicago Theatres. His advice could readily apply to theatres everywhere. Therefore, we suggest you clip and save these "Helpful Hints" as they appear from time to time.)

Profit Makes a Good Showman

Show business is like baseball—the hits you made yesterday will not win the game today. That recalls to my memory one of Mr. Bernhard's paragraphs: "No theatre man is better than his record in the bookkeeper's figures." Your name on the box office statement is a confession or boast of your force as a theatre operator.

New ideas in showmanship are few and far between. The ones that prove most effective are the old standbys dressed up in new togs. Supplement, what you create yourself with proved experiences. If you have kept a scrapbook, this task will be easy.

Showmanship means only one thing . . . SHOUTING what you have to sell. It cannot be spasmodic! Three factors give it value . . . It must be continual, interesting, and sell tickets. Failing in any one of the three, it fails in all.

Three of the "Seven Mistakes of Life" that many of us make are as follows:

1—The tendency to worry about things that cannot be changed or corrected.

2—Considering that a thing is impossible because we, ourselves, cannot accomplish it.

3—Neglecting development of the mind and in acquiring the habit of reading.

Get council and advice from everyone in this business. The more questions you ask, the more knowledge you will gain. Your superiors will gladly transfer their ideas to you, but it is up to you to prove that you can carry out a thought in your particular theatre.

Remember always that while Profit makes a showman, it takes the good-will of the public to make a Profit.

"Money in Pocket" Cards Are Clever Pluggers for Money Nights

Now here's something that's really clever, and credit for it goes to Leonard Freund of the Century Circuit. With only a few cards to aid us, minus any details, we deduce that Freund tied up with a cleaning and pressing establishment (Bartley Valet Service) whereby a card was tucked into the pocket of every suit and overcoat cleaned.

The clever part of the stunt, however, is the cards which, when put into the pocket, leave only a tab sticking out which says: "Money In Your Pocket." On further inspection, the copy reads: "Yes, there will be, if you attend the Century Theatres listed below." Follows a list of theatres and the evenings patrons should attend for an opportunity to "have money in their pockets."

If you're looking for a different way to advertise those money nights (you have to be careful, you know) this would seem to be it.

Pictorial Layout Is Highlight

A full-page pictorial layout featuring Jeanette MacDonald was one of the highlights of the "Bitter Sweet" campaign put over by Milt Young, Warners publicist, for the musical's showing at the Boyd, Philadelphia.

Admit It Frankly

Don't try to justify your mistakes—when you're wrong, admit it frankly.



STILL BREAKING RECORDS EVERYWHERE

NEVER MISSES AT THE BOX OFFICE

WRITE, WIRE OR PHONE

ASTOR PICTURES CORP.

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EXCHANGES IN ALL KEY CITIES

STREAMLINE
Your SHOWMANSHIP

It's easy to give your show-selling the 1941 *touch of high-powered performance at the box office—just consult the Book of Showmanship.*

ENCYCLOPEDIA OF EXPLOITATION

A sure-fire source of ideas, stunts, plans and methods as useful to the veteran showman as to the newcomer to the ranks of picture theatre business. Fully indexed, illustrated, arranged for ready reference on specific ideas or as an expert suggester of the right campaign for the right picture. Small town situations, neighborhood theatres, big down-town show places throughout the country make use of this great manual of the working showman.

NOW AVAILABLE IN 2 EDITIONS

Popular Priced Edition (complete, unabridged, sturdily bound in handsome red leatherette board with gold lettering).

ONLY $1.95 POSTPAID

DE LUXE EDITION

$3.50 POSTPAID

THIS COUPON WILL BRING YOU YOUR COPY

"Chick" Lewis
Showmen's Trade Review
1501 Broadway, New York City

Dear "Chick"

Enclosed is $1.95 for my copy of the Popular Priced Edition—$3.50 for my copy of the De Luxe Edition (please check which edition is desired) of ENCYCLOPEDIA OF EXPLOITATION to be sent to the following address postpaid, by return mail.

Name .....

Theatre .....

Address .....

City ..... State.....

Remit by cash, check or money order (No C.O.D.'s)
(In Canada add 25c, Foreign 50c.)

the SHOW BUILDER

A Monthly Feature Dealing With Practical Ideas for Booking And Exploiting

The Short Subject

SHORTS SHOPPING

Innovations Indicate Trend To Wider Variety In The Choice Of Story Material

A number of innovations in short subjects have either already been released or are projected for the immediate future. Some of them portend the opening of vast untapped fields for productions which may win permanent place as definite box office draws.

Among novelties which came to light within the last month was "Western Daze," first of a series of "Puppettoons" which George Pal is filming for Paramount release. While employing the animation technique of cartoons, the subjects introduce miniature sets instead of drawn backgrounds with puppets replacing the familiar sketched characters. A distinct novelty, the subject gives promise of being the forerunner of a novel twist in short subject technique.

Another recent innovation was MGM's "The Happiest Man on Earth," adapted from an O. Henry Memorial Award Prize story. It brings the short story again to the fore and audience reaction is being carefully watched by exhibitors and producers alike. If successful, the film will open a large store of story material. The picture is unusual in that it entirely concerns a conversation between two men.

Warner Bros. also experimented in the dramatic field, using a mystery yarn for a short. "Dog in the Orchard" is a two-reeler adapted from a "Cosmopolitan Magazine" story by Mary Roberts Rinehart. Here, a well-known author's mystery has been made into a subject which is expected to prove a welcome addition to the short feature field, already overboard on the comedy side. This film, also, may help turn a trend toward the dramatic thriller.

"Christmas Under Fire" released by Warner Bros., and "Uncle Sam—Non Belligerent," March of Time release for January, are other recent stand-outs. While there have been plenty of war scenes in the newsreels, these two subjects are entirely devoted to the current war and unless some unforeseen cataclysm should occur, they will retain topical interest for a long time.

An anticipated event will be the release by Paramount of "Down on the Farm," a subject previewed in the Paramount Theatre in New York and said to have brought the house down. Animals seem to speak in this picture, a comedy device opening up new fields for humor of the "wise-crack" type.

Paramount also released another of the "Three Little Bear" pictures, one of which got the Academy Award for 1939.

Serials, too, received a "shot-in-the-arm" with the announcement that Jack Holt, a feature "name" of long standing, will appear in a chapter play to be made by Columbia. With so many recent serials being geared for adult appeal, there are evidences of renewed interest by grown-ups in the chapter plays. The result is that showmen will not be booking the chapter plays for Saturday matinees alone, but will play them evenings as well.

Major Moves Signal New Era for Shorts

Distributors Prepare to Meet Changed Set-up; Big Test Looms for Theatremen in Booking; Growing Demand for Exploitation Service

Crystallization of plans under way for some time are behind organizational moves to buttress the production and distribution of short subjects under a set-up which is certain to bring the featurettes into increasing prominence. Even before the five-picture selling plan was finally drawn, distributors as well as prominent theatremen were convinced that a wholly new era for the short subjects was in the making, and soundings were made of the existing machinery for filming and selling the offerings which for many years have more or less been a routine matter.

Events that Make Headlines Indicate New Industry Trend

Outstanding among the important organizational shuffles announced last week by Paramount at the district managers' meeting in Chicago, was the appointment of Oscar Morgan, one of the industry's most able sales executives and long associated with the company, as head of short subject and newsreel sales. Thus, Paramount created a post new for the company, but one which all other majors have long maintained, by selection of one of its leading sales executives as chief of the department.

Not only in the production and distribution field, however, is the short subject being given such extraordinary attention. Theatremen who have been studying the situation are now formulating plans which will make the booking and exploitation operations of short subjects a far more important and closely-watched effort than has been the case for several years among many theatre organizations.

It is generally accepted that there will be a cutting down of the number of features from the major studios once the five-picture plan of selling gets under way. This factor enters into the calculations of theatremen concerned with ways and means of conserving product by the one method known to theatre operation—which is to play the outstanding product singly with a supporting program built up with the greatest of care in the selection of quality short subjects booked especially to give balance to the show headlined by one feature.

There are many theatremen who predict that from the moment the new selling mechanics start to take effect—and many expect the situation to assert itself this summer—the short subject (long a sort of step-child both in the distribution and exhibition branches) will take on a greater importance than it has known at any period of recent industry history.

Theatres Preparing to Meet Situation Affecting Bookings

This condition is not without its complications for theatremen, and a test of showmanship as manifested in ability to assemble and plan a well-rounded show comprised of feature and short subjects, is expected to be put up to many managers and bookers who have been working solely along lines of building shows on the dual-feature basis. Nevertheless theatremen, both circuit executives and individual operators, are welcoming the prospect created by this new situation, judging by opinions freely expressed. These exhibitors point out that during the most prosperous eras of the past it was not necessary to "force" short subjects by a tie-in with feature product. Then, these observers state, exhibitors were on the lookout for the best they could buy in the way of briefer subjects because the shorts served importantly in building programs that gave audience satisfaction, and the booking of the shorts was as carefully planned as any other phase or department of theatre operation.

Progressive theatremen have contended right along that shorts never should have been "forced"; that, as in the case of features, the inferior product had no right to wide circulation, while the good short subjects would have found a more ready market under a more elastic form of selling. This is the kind of handling short subjects are assured under the terms of the Consent Decree.

Perhaps the department that will be most af-

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the SHOW BUILDER

Studios Geared Up To New Demand For High Quality Shorts

The fifth in the series of six two reelers in which RKO will feature Leon Errol, will be unique in that there will no women in the cast.

Alan Mowbray makes his debut as a two-reel comedy star in an untitled story especially written for him by John Gray. Columbia plans to line up an outstanding cast in support. Jules White will produce and direct.

Warner Bros. has completed shooting on "Big Bill Tilden," one reel sport subject. Tilden worked at the studio under the direction of Del Frazer.

"Dipsy Gypsy," the second of the George Pal Puppettoons which Paramount is releasing, went into work last week. Andre Kostelanetz' music will again be featured, as in the first of the series, "Western Daze." An outstanding feature in this cartoon will be a rendition of Liszt's Hungarian Rhapsody, played by an orchestra of puppets.



Harriet Parsons, producer and commentator of Republic's new short series, "Meet the Stars."

Killing unsuspecting aliens for a price is the theme of the Crime Does Not Pay short, "Forbidden Passage," now being completed on the MGM lot. Noting how the immigration laws of the United States are designed to admit as many foreign born as can be absorbed without seriously menacing the economic and social existence of the country, the two-reeler tells how, because of unsettled conditions abroad, ruthless smugglers take advantage of our overtaxed quotas.

Columbia has purchased a girl's bowling story titled "For Whom the Belles Bowl" and have tentative plans to star Elsie Ames in the two-reeler. Miss Ames has been featured with Buster Keaton in one of the studio's short series.

Tom Tyler, western star, has been signed for the title role of Republic's serial, "Adventures of Captain Marvel." Louise Currie plays the feminine lead in the chapter-thriller, which is based on the Fawcett cartoon strip. The cast also includes Frank Coghlan, Jr., William Benedict, Robert Strange and Jack Mulhall.

Jack Holt has been signed by Producer Larry Darmour to star in a new serial which will go into production within the next few months.

Twenty-two prints of "Teddy the Rough Rider," Warner Bros.' historical short starring Sidney Blackmer, have been requested by the U. S. Army for morale and entertainment use in their training camps.

Not content with worrying about ordinary childish problems such as toys and games and so forth, the Our Gang youngsters, whose latest MGM comedy, "Baby Blues," is now in production, are worried about the Chinese situation. Not that they are taking sides in the present Chino-Japanese conflict but Mickey happened to read in an almanac that every fourth child born was a Chinese and in the one-reeler his mother expects a baby and there are three children in the family already. Mickey prepared himself for a little Oriental brother by making an extensive study of Chinese babies. The last straw comes when Mickey finds himself the screen brother of twin baby girls.

"I'll Never Heil Again," sequel to the highly successful "You Nazty Spy," is being readied for Columbia's Three Stooges. The two-reeler has been assigned to producer-director Jules White, and will go before the cameras as soon as the trio return from their current p. a. tour.

Republic has set "Jungle Girl" as its next serial with production scheduled to start early in March. Studio is eyeing several feminine swimming stars for a girl to play the title role.

"Salt Water Daffy," second patriotic cartoon on Walter Lantz's Universal schedule, is now in the editing rooms.

Scheduled for release in the near future, John Nesbitt's Passing Parade one-reeler for MGM titled, "Whispers" shows how people's love for idle chatter has created a new advertising media and a potent political weapon . . . the organized whispering campaign. The short tells the story of a man whose life's work was destroyed and who was left friendless and penniless as a result of a whispering campaign directed to discredit him.

Owen Crump is writing the screenplay on his original "Soldiers of the Campus," two-reel Technicolor preparedness subject for Warner Bros.

Leon Schlesinger has two "Merrie Melodies" well under way, starring "Bugs" Bunny, titled "Hiawatha's Rabbit Hunt" and "Tortoise Beats Hare."

"Bugs" Bunny, Leon Schlesinger's new cartoon character, has competition now in the person of Quentin Quail, a funny little bird who'll make his debut soon in the "Merrie Melodie" cartoon, "The Crack Pot Quail."

Pete Smith, MGM shorts producer, is staking his chances for an Academy Award on "Quicker'n A Wink." Smith set the entry after polling exhibitors, with 93 per cent of the theatre operators sending replies favoring "Wink." Smith's "Football Thrills for 1939," received second place in the canvass.

Production Conference on New Cartoon Character



Leon Schlesinger, third from right, is going over plans with several members of his staff for his new cartoon character, "Quentin Quail" who will make his debut in a new Merrie Melodie "The Crack Pot Quail" to be released by Warner Bros. Schlesinger is now in his eleventh year at Warner Bros.



Producer "On the Set"

George Pal, producer of Paramount's new series of Puppettoons, the first of which was "Western Daze." The second "Dipsy Gypsy" is now in production. Using backgrounds like those shown here, puppets replace drawn figures.

"La Libre Belgique" Revived As MGM Makes Short About It

John Nesbitt's Passing Parade short, "Voice of Liberty," telling the story of the tiny anti-German newspaper, "La Libre Belgique," which was published secretly in German occupied Belgium during the last war, was already in production on the MGM lot when "The New York Times" recently reported the revival of this same newspaper in re-occupied Belgium. The one-reeler shows how a small group of Belgian patriots managed to publish this small four page newspaper throughout the four years of German occupation, successfully defying all attempts of the German authorities to stamp it out.

Signs Commentators For "Forum" Series

An important scoop in short subject production was scored this week when Columbia Pictures signed Dorothy Thompson, Wythe Williams, Linton Wells and William L. Shirer to co-star in "What's the Shooting For?," the first of a series of one-reel features to be known as an "International Forum." This marks the first time the screen will bring to motion pictures the round table forum so popular with radio listeners.

Directed by William Rowland, the new series will feature outstanding personalities of radio and the newspaper world in round-table discussions of important events of the day.

The first "International Forum" short subject has gone into production at the Eastern Service Studios in Astoria, with Burnet Hershey, radio commentator, as supervising editor.

Miss Thompson is a popular radio commentator and newspaper columnist. Wythe Williams is on 104 stations of the Mutual Broadcasting System. For many years William L. Shirer was

(*Continued on Page* 40)

CONTEST LAUNCHES DRIVE FOR MORE PEP IN THEATRE CAMPAIGNS FOR SHORTS

(*Continued from Page 33*)

fected by the changed conditions, is the advertising and exploitation phase of theatre operation. Many theatres have played up short subjects consistently, even through the era of triple features. But for the most part, theatre advertising has concentrated almost exclusively on the feature personalities and stars, with little or no attention to the shorts on the bill. This type of advertising, theatremen say, is due for a drastic change, with complete disappearance of the "also selected short subjects" line of mention for the supporting featurettes. In such statements there is no implication that the feature picture will not continue to be the chief "appeal item" of theatre advertising, but the public is certain to become more "short subject" conscious in the months ahead.

Demand for Improved Service On Shorts Exploitation

A demand for more extensive service to theatres on short subjects is also certain to be reflected in the exploitation departments of distributor organizations. That theatremen are already conscious of the need and are anticipating it is indicated in the special monthly service feature on shorts which STR is inaugurating with this issue.

Originally, the plan urged by many important executives in both the exhibition and distribution branches and backed up by some of the country's shrewdest independent theatre operators, was projected for a later date. However, swift-moving events, unforeseen at the time the five-picture plan was nearing completion, indicates that the swing into a new shorts selling and booking situation is more rapidly materializing, and STR was impelled to advance the introduction of this expanded service on short subject buying and exploitation.

Launching the drive for an awakened interest and modernized type of theatre selling on shorts, is the contest which is outlined in this issue. Concerted effort on the part of theatre owners, managers and employes, many of the most able advertising men in the industry contend, is the one dependable source for a more dynamic type of short subject selling to the public.

Advertising Experts Point To Need for Sounder Selling

The Contest idea was introduced by this publication to give impetus to this mass effort on the part of showmen to develop a vigorous, hard-hitting type of campaigning on behalf of the featurettes, the personalities starring in them and the authors and producers as well as the studio resources which are placed behind the filming of many pictures released in one and two-reel form.

The lop-sided style of theatre campaigning in which all stress is put upon the first-line feature has been under attack for some time by advertising men both inside and outside the industry. Supporting features, whether it is a dual feature bill or a single feature and rounded out with short subjects, these critics have repeatedly declared, should have important place in selling the attractions of a current or coming program at all theatres.

Stimulation of effort along the line of better rounded programs and more emphasis on the added screen attractions of theatre offerings will take many forms in circuit administrative offices. STR is starting the ball a'rolling with this short subjects Idea Contest.

CASH FOR YOUR IDEAS FOR SELLING THE PUBLIC ON SHORT SUBJECTS

Showmen's Trade Review believes that the designation "Short Subject" is descriptive, adequate and fitting—as a trade term. But in selling the Short Subject to the public we believe that this trade term is anything but flattering—is downright derogatory, has become associated in the public mind with minor efforts in the creation of entertainment. Therefore, we know that the Showmen of the U. S. can devise some other term which will do justice to the short subject, and STR is putting up good U. S. cash as incentive and reward for a concerted effort to find a better way to sell shorts.

Here's a contest that will interest every theatreman and every theatre employe. Help the industry by giving a lift to the short subject; help your own business—the theatre—with a selling plan for short subjects that will capture public attention; help yourself to a slice of that $100.00 STR is offering.

Put on the old think-cap, write a letter (brief as possible—not more than 100 words) telling why you think your ideas will help theatres sell short attractions.

And remember, it's ideas that count in this contest—not fancy presentations, so don't worry about somebody else with ideas less meritorious than yours walking off with the prize because they put lots of "art," pretty fixings, and "eye-wash" on their letter. We'll look for the ideas in every entry.

A coupon must accompany each contestant's entry. Any one coupon may be accompanied by one or any number of different ideas and letters from the single contestant. Moreover, STR will publish coupons in each weekly issue during the period of the contest, thus several members of the theatre staff can enter this swell contest.

MONEY PRIZES

First Prize: $25.00 in Cash
Second Prize: $15.00 in Cash
Third Prize: $10.00 in Cash
10 Fourth Prizes: $5.00 each
13 Prizes in All

RULES OF THE CONTEST:

1. Fill out the coupon.
2. Write a letter, not more than 100 words, giving your ideas for billing shorts in theatre advertising, including a slogan and telling how your suggestions can be used to sell the public on shorts.
3. Contest will close at midnight, April 18th, 1941.
4. Enclose coupon with your letter and mail to SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York, N. Y.
5. Decision of the judges will be final.
6. All letters and slogans become the property of SHOWMEN'S TRADE REVIEW.
7. Only those actively engaged as owners, managers or employes of motion picture theatres are eligible for prizes in this contest.

COUPON

I am entering the SHOWMEN'S TRADE REVIEW Idea Contest with my letter enclosed.

Name .....

Theatre .....

Street Address .....

City ..... State .....

the SHOW BUILDER

the SHOW BUILDER

Stunts Turn Spotlight on Short Subjects



Attend Washington Screening of "Christmas Under Fire"

An audience of 3,000, including Senators, members of the House of Representatives, representatives of the War and Navy Departments, Cabinet members, leaders of the National Defense Program, newspapermen and others prominent in Washington society, attended a special screening of "Christmas Under Fire" at Constitution Hall last week. Among those who made the trek to the Capital from New York were (l. to r.) Quentin Reynolds of COLLIER'S, *who did the commentary on the short subject and was guest speaker at the Washington screening; Mrs. Thomas H. Beck; Mort Blumenstock; Thomas H. Beck, president of the Crowell Publishing Co.; Harry Goldberg and Mitchell Rawson. "Christmas Under Fire" is being distributed by Warner Bros., with all proceeds to be turned over to the British War Relief.*

Sell Shorts Through Your House Program

Among the important mediums that should be used for the advertising of short subjects is the house program. It would be unwise to otherwise plug them and then permit your programs to be issued without any mention of the reels whatsoever.

During the past three years we have inspected thousands of programs from all parts of the country, and except in very rare cases, shorts were either completely ignored (perhaps there were none on the bill) or were given brief mention at the bottom of the main feature announcement, as shown in the two examples of the reproduction at the right.

Well, even brief mention is something, but often more emphasis can and should be placed on a particular subject. For instance, an "extra" mentioned in the inset in the lower right-hand corner of the reproduction at the right is a Dave Elman "Hobby Lobby." A short news article might have been written on this, calling the public's attention to the fact that the radio program could be seen on the screen. And, too, a photograph of Dave Elman, together with a personality story, might have been run.

The publicity scene in connection with Pete Smith's "Let's Talk Turkey" (also in the reproduction at the right) is a couple of years old, but it is still a good example of short subject plugging in your program. While the possibility of planting the scene mat in the newspaper would have been a matter of conjecture, there was nothing to prevent this manager from doing so in his programs.

We remember one program recently which featured MGM's "The Flag Speaks" on the front page. It was the custom, of course, to plug the main feature, but in this instance the manager realized the value of the Technicolor subject and accordingly gave it the place of honor on the front page.

The means by which you can plug short subjects in your program may be limited, but at least give them reasonable mention wherever it is possible to do so. If a subject ties in with a local event or a special date, feature this tieup. Where tabloid-type programs are concerned, there are innumerable opportunities for running



short articles and news items on worthwhile short reels, not to mention the usage of scene mats.

Often a subject might be worthy of a handbill, which could be inserted in your regular program.

Look over the lineup of subjects booked for future playdates. Most of them, you'll discover, deserve special selling. Make up your mind that, in addition to other angles used, you'll give them adequate plugging in your program. And then follow through.

Forms Kiddie Club When Serial Starts

Starting a new serial soon? Well, here's an idea for keeping the kids steady customers for the duration of the chapter play's run.

Now as you know, these week-to-week thrillers feature a character which, in most cases, is somewhat of a hero to the kiddies. Examples: The Green Archer, Red Ryder, Terry and the Pirates, The Green Hornet, etc. The idea is to form a Red Ryder Club or a Green Hornet Club or whatever the main character in the serial you're playing happens to be, just so long as he is an heroic character.

In advance of the opening of "The Green Archer" in Larcom, Mass., recently, Manager Pearce Parkhurst of the Beverly Theatre formed a Green Archer Club. "Meetings" were scheduled to be held at the Beverly every Saturday matinee, at which time the serial played. To each member was given a green feather with the title and playdate imprinted on it, and a Membership Card on which was printed 15 numbers (there are 15 episodes in the serial).

Every time a child attended the regular Saturday "meeting," his card was punched. If he attended faithfully week after week, he was rewarded by being permitted to see the final chapter free. A punched-out card would be proof of his eligibility, of course.

Well, did those kids make it a point to be at the Beverly every Saturday? Nothing could stop them. And although the last chapter has not yet played, we have no hesitancy in predicting that Pearce will have a houseful of youngsters on his hand.

If you, too, want all the kids in town to attend *your* theatre, follow the course of action the Beverly management took.

Underwater Fishing Subject Ideal For Special Tieups and Contests

When you play the Pete Specialty, "Sea for Yourself," make sure that sport enthusiasts are notified of your showing. Send them letters or post cards, and try to get mention on the sports page of your local newspaper.

Stills are available which can be used in window displays promoted from sporting goods stores. Since the subject deals principally with underwater fishing, stores can display the conventional fishing equipment with a sign stating that if underwater fishing is impractical for local anglers they can rely on such-and-such equipment for best results above the surface.

Promote displays on counters in five- and ten-cent stores and in the windows of pet shops. The public could be asked to guess how many fish are in a bowl, those guessing nearest correct receiving guest tickets.

From a local pet shop borrow a small aquarium for display in your lobby. Perhaps you can offer prizes to patrons who succeed in naming the various species of fish in the aquarium.

Mechanized Army Film Popular

Said to be the first official sound motion picture of U. S. Army mechanized forces in defense maneuvers, "Army on Wheels," produced by the truck division, Dodge Brothers Corporation, in cooperation with the War Department, is proving to be one of the corporation's most popular films because of the current interest in Selective Service, according to E. J. Poag, assistant general sales manager.

BOB HOPE



IN 5 BIG SHORTS!

Two reels each
and every one a feature
in everything but length!

'SHOP TALK'
'THE OLD GREY MAYOR'
'DOUBLE EXPOSURE'
'WATCH THE BIRDIE'
'CALLING ALL TARS'

VITAPHONE
MADE THEM!
YOU GET THEM
NOW WHILE
HE'S HOT!
AT YOUR
WARNER
EXCHANGE!





Strong Campaign for Short Subject's World Premiere

"March on Marines," a Warner Bros. patriotic short was given a world premiere like that of a feature at the Hollywood Theatre, East Orange, N. J. On the night of the premiere a delegation of Marines was in attendance in front of the theatre (left). Ceremonies were later held on the stage. The photo at right shows the attractive lobby display arranged for the occasion.

McAllen Kids "Nuts" About Shine Mason Because of His Mickey Mouse Shows

Are you having trouble in putting over kiddie shows successfully? Are there possibly some angles you might have forgotten to use? On second thought, perhaps you have never tried such a stunt in your theatre. Well, now is a good time to think about it and then arrange to make it a reality. No better example of how it can be successfully accomplished is available at the moment than that of the activities of Shine Mason, manager of the Palace Theatre, McAllen, Texas.

Shine has been at this thing for a long time—ever since 1932, to be exact. On a balmy Saturday in June of that year he put on his first Kiddie Show. Ten McAllen merchants sponsored it and paid the first costs: uniforms for the officers, cards, badges, ads and heralds. And even today, Shine reports, these merchants are still willing to cooperate in any way then can.

Just recently the Palace held the 444th "Mickey Mouse Show." With short subjects and a serial comprising the program, further interest is attracted because of a stage show. A local woman is in charge of this part of the program, and she gets complete cooperation from the schools and all the dance and dramatic studios. Her remuneration: a pass to the Queen and Palace and the kick she gets out of putting on the stage shows.

Expenses for the morning matinee amount to a trifle. Certain of the employes are designated each Saturday to help with the show, and they "give their all" in an effort to put it over.

Many stunts are used in connection with the Matinee. Every July 4th there is a pet parade which Shine describes as "the talk of the Valley." Cash prizes are donated by sponsors.

Only recently, for instance, the Matinee was in the form of a Potato Show. Kids had to bring potatoes for admittance to the performance, and prizes were offered for the largest and next largest. The Salvation Army, of course, received the spuds—500 pounds of them. There was also a Toy Show, at which these playthings were necessary for admittance. To the Goodfellows went two big truck loads of toys. Besides, business was 60 per cent above normal.

As to the manner in which each program is put on, Shine has this to say:

"At each show are ten officers in uniform. They have their yells, repeat their creed, and then with the color bearer out in front with the Flag, sing The Star Spangled Banner. Then the stage show goes on, and I have three songs, one of which they sing each week before the show starts—a Popeye song, a Mickey Mouse song and God Bless America."

These special Matinees have become a McAllen institution. The kids are charged a nickel admission and can bring their mothers and fathers free, if they wish. Generally, however, fathers are satisfied to furnish the admission while mothers can do their shopping without little Juniors tugging at their arms for this and that.

Naturally, the kids are "nuts" about Shine. He's the most popular guy in town. And while he gives them a good time and builds good will for his theatre, the nickels come tumbling into the cashier's till—till the till is so full it has to be emptied.



Natural for Bowling Alleys

This still, placed in bowling alleys together with appropriate copy should go far toward selling "Splits, Spares and Strikes," Columbia sport reel. The subject has been endorsed by the Women's International Bowling Congress, governing body of America's 3,000,000 bowlers. The picture is of Tillie Taylor, one of the best known and incidentally, one of the most attractive pinwomen in the East.

Employ "Whispering Campaign" on Subject Dealing with Gossip

The latest Passing Parade short subjects for MGM release is "Dark River," which concerns the potent power of small town gossip. It looks like a subject to which you can hitch your exploitation band wagon.

Take its theme, for instance. Although few of us will admit it, most of us like to gossip. On this basis, work up a teaser campaign that follows the "whispering campaign" idea featured in the film. In restaurants and tea rooms and luncheonettes spot small cards with this copy: "If you must gossip, get paid for it. Find out how in 'Dark River' at the Blank Theatre."

Other cards with the copy, "Don't believe all you hear in this (type of place), etc.," could be distributed in taverns, buildings, homes, etc.

As a matter of fact, a whispering campaign of your own would attract attention to the short subject. Have a couple of young women ride buses and street cars, visit department stores, tea rooms and ladies' rest rooms, all the while talking in loud voices about men, shopping experiences and the excellence of the program at your theatre. On leaving these places, they could drop cards or heralds explaining their actions and urging the public to see "Dark River."

The newspaper's staff photographer can take scenes of two or more people gossiping, with a scene being published in the newspaper each day. The subject whose head is circled would be eligible for guest tickets to see the Passing Parade.

Excellent Campaign Puts Over March of Time in Amarillo

"Arms and the Men—U.S.A.," a recent issue of The March of Time, was the subject of an excellent campaign put over by Manager Fred Patterson of the Paramount Theatre, Amarillo, Texas.

Newspaper publicity is most important in the selling of any subject, and if you think Patterson didn't get it in the case of "Arms" you're sadly mistaken. Let's just take a day-by-day chronology of the newspaper "plants":

Friday—*Globe* advance story, "March of Time Here Wednesday." Sunday—*Globe* advance story, "March of Time Will Show How Soldiers Live." Monday—*Globe* advance story, "Sitting On a Red Hot Engine Inside a Bouncing Steel Turtle No Picnic." Tuesday—Two-column art and catchlines on "Driving a U. S. Army Tank Is No Job for Softies." Wednesday—Four-column art and lines on "Thousands of Young Men." Thursday—Review: "Film Story of Program for Defense at Paramount."

Patterson also ran a special trailer a week in advance and used a one-sheet panel in the lobby.

Among other things, he (1) mailed 500 postal cards to teachers, American Legion and families of the National Guardsmen; (2) mailed Study Guides to Junior and Senior High Schools and Amarillo College; (3) called 1,500 draft registrants on the telephone.

As a result of all this, business on the subject was great. When the last showing came, Patterson was reluctant to say "Farewell" to "Arms."

Took to the Tall Grass

In one way or another Manager Joe Scotti, of an Interstate theatre in Albuquerque, N. M., got local hunters so interested in "Quail Quest" that they took to the tall grass again.

Sends Out Penny Postals

To contact all hunters to let them know that "Sportsman's Partner" was playing at his theatre, Manager C. H. Stewart of Waco, Texas, used the penny post card method.

The Record Proves Newsreels Offer Live Selling Angles for Every Release



Any item of importance like that above can be given special attention in this manner. Recent items of importance which have been treated in this fashion include the Inauguration of President Roosevelt last month and such outstanding war scenes as the Great Fire of London.

THE newsreel has often been regarded as the most neglected stepchild in the entire industry. Too many theatres merely take it for granted as a part of the show, often forced on them by the distributors. When the newsreel comes, they just play it and forget it. There are exceptions of course, the newsreel theatres being the outstanding ones.

The past few years have seen a great improvement in newsreels. The War, of course, has provided the reels with few opportunities for scoops, but they have done remarkably well considering the handicaps under which they are laboring. Censorships have greatly limited the scope of War news and many an issue now appears without any scenes of the conflict.

In addition to their regular services, the newsreels have frequently come out with special issues. The first weeks of 1941, for example found each of the reels releasing its review of the year. Some of them had two reviews, one devoted entirely to sports. Such subjects can be played in addition to a regular newsreel release and billed just like an additional short subject. The main title can be clipped off if desired and the subject matter added to a regular release.

Review of the War

Among the outstanding subjects of the year's end was a review of the War released by Pathe with Raymond Gram Swing, well known radio commentator as the narrator who wrote his own talk. A name like Swing, whose voice is a favorite with thousands of people throughout the country, could be plugged to advantage by its use on the marquee, in the lobby with his picture, in programs and newspaper ads and through spot announcements on the radio immediately after his regular nightly broadcast.

Paramount also released an unusual newsreel, which is still available for bookings, comprised entirely of cartoons representing the year's events and what the country thought about them. The point of view was that of the American cartoonist, with animation to add to the interest. This was the first time such a thing had been attempted and it proved to be a distinct novelty. A reel of this type, which can be played well into the New Year, can be sold easily to the public. Newspaper cartoons are one of the oldest forms of art. If there is a cartoonist on your local paper his aid can be enlisted in selling a reel of this type. You can also start your own drawing contest in the schools with prizes for the best cartoons depicting conditions in your city.

Special Subjects Afford Some Extra Exploitation Values in Newspapers, Radio and Lobby

Angles to Every Issue

The regular weekly issue of the newsreel can also be sold to the public. Here are a few ideas:

1—Select the outstanding subjects and publicize them according to their importance. 2—Create a newsreel board either in timetable form or some other attractive manner for display in front of the house. Room can be made for small cards to be inserted giving the headline of each clip. 3—When your newsreel contains scenes of an event of great importance (for example, the recent Presidential inauguration), make up a one-sheet frame announcement for the front.

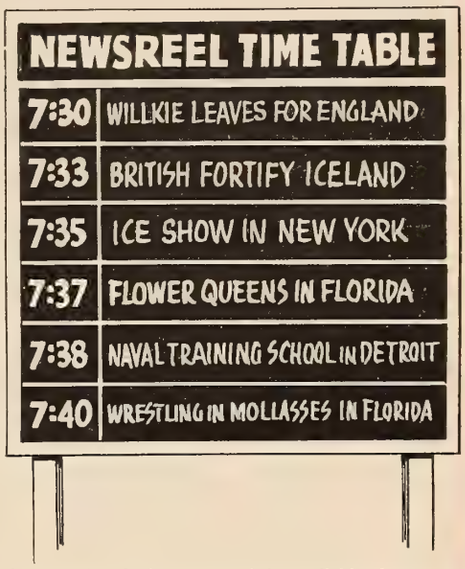
The newsreel can be built up as a regular feature of your program instead of something just taken for granted. Plug it in newspaper ads. Plant readers in the newspapers. Call attention to it via trailers which will arrest attention. Even a one-frame trailer, changed weekly, will suffice.

Plug Newsreel in All Ads

No circular, herald or any piece of advertising matter should leave your theatre without some mention of the newsreel. The more you build it up, the more it will mean to your box office. If it is treated like a stepchild, you can hardly expect to make your patrons newsreel-conscious. With proper attention focused on this part of your program, the public will gradually attach more and more importance to it and frequently the newsreel may be just the thing that tips the decision on whether or not to go to the show.

Smart theatremen in the past have found newsreels a grand asset in plugging their show through advertising and other mediums. One manager we know had a float in an important parade plugging his feature. Hitched to the float was a series of three small go-carts plugging each of two shorts and the newsreel. That manager wasn't missing a trick to get over his whole show.

Many of the newsreels use radio announcers as commentators. This fact can be capitalized upon by asking the local radio station to make a brief spot announcement like this: "Lowell Thomas comments on the news in pictures every Wednesday and Thursday at the Strand" or "Hear Bill Stern give the highlights in the week's sports at the Strand Sunday to Wednesday each week."

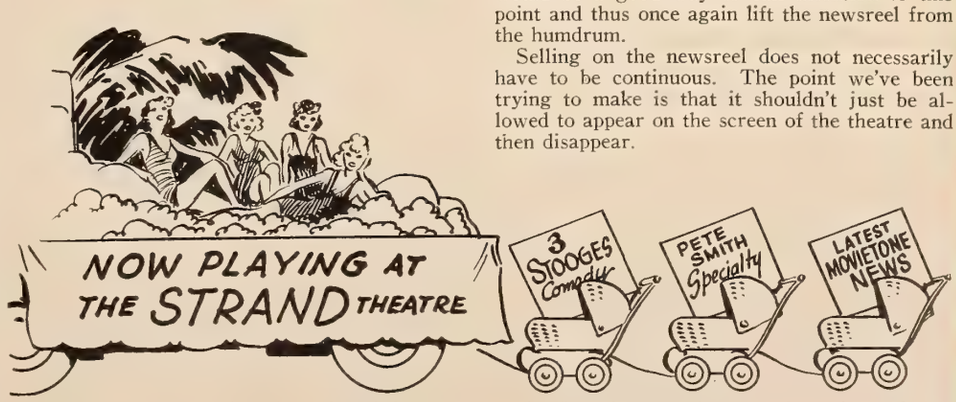


A synopsis of the newsreel is available from your exchange and in addition is printed in STR each week. The outstanding items can be made up in timetable form, as illustrated above and displayed in front of the theatre. For example, if Sadie Smith is in New York seeing the ice show, her parents will come to see the newsreels of it, even though they don't like the feature.

Glamor Behind News

There is a lot of fascination and even glamor in the making of newsreels. Special newspaper stories pertaining to the risks undertaken by a cameraman in getting some spectacular shots would be a good way to call attention to this point and thus once again lift the newsreel from the humdrum.

Selling on the newsreel does not necessarily have to be continuous. The point we've been trying to make is that it shouldn't just be allowed to appear on the screen of the theatre and then disappear.



One smart exhibitor attached these three baby carriages to his float plugging a feature and got plenty of comments as a result. The sight inspired some laughter but it certainly impressed the customers with the fact that they were getting a lot of show for their money.

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Many Shorts Require School Help For Successful Selling

Many of the short subjects you play from time to time can be sold through educational co-operation. Mind you, this would not be the only angle, but it could easily be the most important. We need not cite the particular titles of shorts deserving this sort of selling—you'll know them when you book them and through consulting STR short subjects reviews and the booking guide.

Let's suppose you're playing a travelogue; there's an opportunity to get the cooperation of geography and history classes, and perhaps art classes as well. Certain scenes in the reel might have some historic significance about which history students could write, while its geographical aspects might be covered by geography students in special essays. As for art classes—perhaps you could interest these students in creating posters highlighting some interesting site of the city or place with which the travelogue deals. For all these efforts, cash prizes should be awarded for the best and guest tickets for the runners-up.

Subjects About the Capital

A series of short subjects dealing with the nation's capital is also worthy of educational, tieups. Each subject, of course, deals with a different phase of the Government, such as the U. S. Treasury, or the workings of the Social Security Administration and the Federal Bureau of Investigation. Therefore, just what sort of tieup you arrange depends on the subject you are playing. Suffice it to say that history and civics classes can use these subjects as a basis for class discussion. Arrangements should be made to have these students attend special screenings or the regular showing in a group, with a view to having their teachers later conduct examinations. As an incentive for the best possible efforts on the part of the students, remind them that all who complete the test with a grade of 75 per cent or over will be your guests at a future theatre party.

Where the community sing type of subject is billed, it should always be possible to enlist the aid of music instructors in helping put it over. For example, the boys' and girls' glee clubs might be induced to attend the theatre on the evenings the reel is being exhibited and lead the rest of the audience in singing. If the school auditorium is equipped with sound and projection apparatus, it would be an excellent goodwill gesture on your part to furnish the subject for a special convocation, at which time, as a respite from their class duties, the students could have a singing session of their own. Not every reel in the series will be practical for this purpose, of course, but a majority of them will.

Quiz for Students

While not a travelogue, a subject may come along occasionally which deals with some form of activity at a particular place, whether it be sports or industry. Make up a list of at least ten questions concerning that place (not touching on anything shown in the subject itself, of course) and conduct a quiz. This could be done at a special school performance, with only bona-fide students eligible to compete. Use your own discretion in awarding prizes, but guest tickets will probably be more acceptable than anything else, unless you offer substantial cash prizes.

Imprinting book covers is an excellent method of exploiting attractions in the schools. And the cost can be cut considerably by promoting an advertisement from a local merchant. Perhaps a number of ownership tags, or bookplates as they are most generally termed, could be printed and distributed to the students, who in turn could paste them in their books. The variety of short subjects you could advertise in this manner is expanded, for even cartoons might be included in the case of primary or kindergarten students.

While we're on the subject of the embryonic students we wish to point out that cartoon characters could furnish the basis for a drawing contest. In a tieup with a merchant, who would carry the illustration and contest details in his newspaper ad, the youngsters could try their hand at drawing the popular character. Partial drawings of comedy favorites might be published, with boys and girls being required to complete them in a serious or comical vein, as they choose.

There are a number of general suggestions that apply to short subjects having strong educational tie-up possibilities. Bear them in mind whenever you play such a subject:

Screening for School Officials

Hold a screening for the superintendent and other school officials as a means of securing their endorsements. Try to get permission to display posters on the bulletin boards in corridors, libraries and certain classrooms. Newspaper publicity might be gained by applying to the Board of Education for permission to have the students dismissed early for a special matinee. If you wish to attract rural students, be sure bus transportation is made available. Distribute imprinted heralds or blotters.

Short subjects of a military or naval nature provide the opportunity to get the support of R.O.T.C. units and the Sea Scouts. Tickets might be awarded in competitive drills. Also, the units could march in a body to your theatre.

Showmen who overlook school contacts when such contacts are possible in the selling of a short subject are not exercising their full powers of showmanship, for to win the students of today is to welcome the adult patrons of tomorrow.

Commentators in Forum Series

(*Continued from Page* 34)

the Columbia Broadcasting System's chief commentator in Berlin, while Linton Wells is known not only for his broadcasts from the Orient and other troubled areas in the world, but for his work as United Press correspondent in the Spanish War and in Ethiopia.

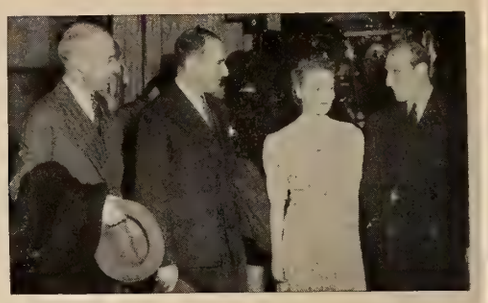
Since these four personalities have a listening audience of between 60,000,000 and 80,000,000 weekly, showmen will have a subject worthy of special merchandising when "What's the Shooting For?" is nationally released.

Pete Smith Readying His Fourth Quiz Subject

Before the cameras on the MGM lot in Culver City is Pete Smith's fourth and latest "What's Your I.Q.?" Specialty, "Quiz Biz." Concerning itself, as did the others, with questions people ought to know but don't, Pete gives everybody a chance to regain his self-esteem with a new batch of sticklers. The one-reeler includes questions about an onion, the word "sabotage," the Chinese alphabet, a pickle-boat and other easy brain teasers.

Ties in with CAA Instructor

When Harry Hickox, manager of an Interstate Theatre in Albuquerque, played "Young America Flies," he drew attention to the short subject by contacting the CAA instructor at the University. The instructor not only gave the picture daily classroom plugs but also boosted it in a special speech.



On "Information Please" Set

Leon Goldberg, RKO executive; Maurice White, head of the White-Lipson Circuit; and Harry Michaelson, RKO short subject sales manager chat with Jan Struther, guest star on an "Information Please" short.

New York Exhibitors Attend Filming of "Information Please"

Local theatre circuits were well represented in the audience of several hundred that attended RKO Pathe's filming last week of a new "Information Please" with Jan Struther as guest star, at the Fox Movietone studio, New York.

Prominent among those present and theatres represented were the following: Fred Schwartz, Century Circuit; Miss Gillespie, Rivoli Theatre; Major Rudd, Newsreel Theatres; Irving Ballenger, Plaza Theatre, Linden, N. J.; Lawrence Bolognino, Consolidated Amusement Co.; Mr. Ross, Criterion Theatre; Otto Hattig, Ormont Theatre, East Orange, N. J.; John Benas Skouras Theatres; Miss Ismailov, Roxy Theatre; William Norton, Sam Harris Office; Stanley Colbert; Bernie Brooks, Rosenblatt and Welt Theatres; James Dunn, Rivoli Theatre; Sam Rhonheimer, Brandt Circuit; Harry Brandt; Walter Reid; Al Reid, Fabian Theatres; Norman Arenwald, Plaza Theatre; Henry Brown; Simon Fabian; Eugene Bicker, Loew's Theatres; Ed Sterne, Rugoff and Becker; J. J. Thompson, Cocalis Circuit.

Para.'s Two Reel Cartoon To Be Released April 18

"Raggedy Ann and Raggedy Andy," Paramount's latest Max Fleischer two-reel featurette cartoon in Technicolor, will be nationally released on April 18, 1941.

This special two-reel subject, adapted from the works written by Johnny Gruelle, and directed by Dave Fleischer, had been pre-released in several key cities including New York, Chicago, Miami, Los Angeles and Charlotte, N. C.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning February 1)

CRITERION—Take It Or Leave It No. 1 (Col.) rev. 11-30-40.

GLOBE—Porky's Hired Hand (Vita.) rev. 12-28-40; Henry Bussee and His Orchestra (Vita.) rev. 11-30-40.

PARAMOUNT — Mommy Loves Poppy (Para.) rev. 11-23-40.

RADIO CITY MUSIC HALL—Uncle Sam —the Non-Belligerent (RKO-M of T) rev. 1-18-41.

RIALTO — Syncopated Sioux (Univ.) rev. 12-28-40.

RIVOLI—Pluto's Dream House (RKO-Disney) rev. 9-14-40.

ROXY—Hairless Hector (20th-Fox); Sunk by the Census (RKO-Radio) rev. 9-14-40.

STRAND—The Timid Toreador (Vita.) rev. 1-18-41; Christmas Under Fire (Vita.) rev. 1-18-41; Fight, Fish, Fight (Vita.).

Dick Kirschbaum's Newsreel



Rural Territory Contact Helps "Power & Land"

That serious attention to the selling of a short subject will produce profitable results is borne out in the case of Manager Bill Hellums of an Interstate theatre in Austin, Texas. The subject in question was "The Power and the Land," a U. S. Government documentary film released by RKO-Radio.

On being advised of the booking, Hellums contacted the Lower Colorado River Authority office whose Mr. E. T. Jones was enthusiastic about the film and wanted to try and work out some sort of campaign using cooperative ads from electrical appliance stores and perhaps to promote some attendance prizes.

Hellums himself was not too enthusiastic, for he could see little box office in the subject and was not overly interested in the publicity. However, the next morning he called a meeting of the appliance dealers and, with the aid of Jones, sold them the idea, throwing in a lobby display to boot. Tickets and heralds were printed and sent out to about 1,700 rural users of electricity. Since one ticket went to each account, Hellums figured he should average at least one paid admission with each free ticket.

"The cost was shared by the merchants and the city and the Lower Colorado River Authority," he reports, "and we were paid for each free ticket that came in, and we hope to collect at least $250 for these. We intend to keep track of admissions brought by holders of free tickets and hope to get $250 more from these."

And how much the stunt cost Hellums? Well, as he puts it, "about $5 and very little effort."

Selling was easy, he concludes, "because the rural market seems to be virgin territory for electrical appliance dealers and this about the surest way to get these people in to see the film."

...And Shorts Can Be Used With Duals, Too

Not Only Do They Serve To Give More Entertainment But Solve Schedule Troubles Also

"WHAT am I going to do with them?" has been the constant cry of exhibitors when pressed by bookers to date the shorts they have committed themselves to play or pay for. To the wide-awake showman, the answer is easy. Even if you run double bills, there are some shorts that can easily fit into a program to balance it and can also serve to bring the time of your feature showings around to the right hour.

Those showmen who are still able to run single features consistently (more power to them) have just as much to worry about as the double featuring exhibitor. For the salesmen, knowing that a theatre is on a single bill policy, unload on such an account the shorts that a double featuring competitor in another town can't play.

Book 5 Minutes Overtime

Our own experience in theatres taught us that it was always desirable to have about five minutes more of show than generally planned. In other words, if you want a show lasting 160 minutes, book 165 minutes of show. The reason for this is that you will often find the running time on a feature has been reduced through censor cuts or editing after release. Then again, you may have duplicate news clips to delete. This is especially true in those theatres which change three times a week since there are only two issues of newsreels and one reel is bound to have some of the scenes included in a previous one. Then again, you may want to eliminate war scenes because your patrons don't like them or some other clip may be undesirable for your situation. Another reason for overscheduling is the possibility that you may have so large a crowd that you will want to start your show five minutes ahead of time.

Suppose you have a strong feature with plenty of good names in it. The shorts you'll want to play with that feature can be those without a strong name draw, but nevertheless capable of entertaining the crowd you expect to play to with your strong feature. It is frankly admitted that every short does not possess name draw but many of those which do not have this advantage are just as entertaining as those that do.

Shorts With Name Draws

On the other hand, suppose you have a weak feature which, although entertaining, does not have a strong name draw. Then the shorts to go after are those which are the greatest box office magnets. Such subjects as the Disney cartoons, the March of Time, a Warner patriotic short with some good names or a Three Stooges, or Buster Keaton or Edgar Kennedy comedy all come within this classification. These may be no more entertaining than other shorts but they will bolster that feature which is weak in marquee names.

Reams and reams have been written about the type of short subject to play. DON'T as many exhibitors do, depend on a booker for advice. While the booker may have the best of intentions, nine times out of ten he hasn't seen the shorts or the features and even if he has, he must rely on his memory. You are very likely to run up against a situation where short and feature have the same players or the same theme.

All comedy shows, except as a novelty, are not considered good taste by most audiences. A change of pace is always desirable and if you are playing a hilarious feature there is now available to you a wide choice of dramatic or serious short subjects to properly round out the program.

As an illustration of how to add shorts to a double feature program to aid the timing, let's take a case of a bill of one feature running 78 minutes and the other 62 minutes—not an unusual combination. If you run nothing but the newsreel and trailers and you start at 7:00 as a great many theatres do, your schedule will look something like this.

Feature No. 1 (78)	7:00	9:35
News and Trailers (15).	8:18	
Feature No. 2 (62)	8:33	
Out		10:47

Although you can overcome the early closing by playing the news and trailers first and then again before the last feature, your patrons will still have to be in at 8:33 to see both features. And that is too early in most any town.

Now let's see what can be done with short subjects on a program like this. It is reasonable to suppose that feature No. 1 is a drama and feature, No. 2 a light action film. Book in a good two reel comedy (with a name draw if the feature is weak) and a good color cartoon. Then this is how the schedule will look:

Feature No. 1 (78)	7:00	10:00
Two-reel Comedy (18) ..	8:18	
Cartoon (7)	8:36	
News and Trailers (15).	8:43	
Feature No. 2 (62)	8:58	
Out		11:18

Now your patrons can come in as late as two minutes of nine and still see both features. At the same time you have given those patrons who come in earlier more entertainment for their money. Further than that, you have shown your trailers when the greatest number of people are in the house without disrupting your schedule. And you have played some of that heavy commitment of shorts which was piling up.

Some Good Selling Angles Available on "You, the People"

"You, the People," a recent MGM Crime Does Not Pay short subject, deals with corrupt practices in our election machinery. And since such practices are very much in the American scene at the present time, the picture should be seen by every citizen in your community. To be sure, however, that they know its content, you should resort to exploitation.

The line, "Only democracy dares to establish its political processes," should be used wherever possible in your advertising.

Because members of Honest Ballot associations and other civic reform groups will be particularly interested in the subject, arrange a private screening for them, as well as for a crusading newspaper. Good publicity should result.

Something sure to make humorous copy would be the inviting of local Republican and Democratic leaders by a newspaper to see the subject. You might also arrange with a newspaper to run a ballot for a "straw vote" on some important local question, with the ballots to be deposited in a box in your lobby. "Results" could be announced from the stage of your theatre.

It might be a novel idea, if you can do it, to place a voting machine in the lobby and let the people vote on a local question or on a question dealing with the policy of your theatre.

Cooperative ads can be promoted on the strength of the title, for it lends itself to such a line as, "For 'You, the People', we present these bargains—."

the SHOW BUILDER

the SHOWBUILDER

BREAKDOWN of SHORT SUBJECTS by SERIES

COLUMBIA

Series	1939-40 Sold	1939-40 Released	1940-41 Sold	1940-41 Completed
All Star Comedies	18	All	18	8
Cinescopes	6	All	10	5
Color Rhapsodies	16	12	16	6
Columbia Tours	6	8	10	7
Community Sings	10	7	10	5
Fables Cartoons	6	All	8	5
Fools Who Made History	6	2	None	
How's Your I. Q.	None		6	4
Moments of Comedy	6	None	None	
New York Parade	None		6	1
Pals and Pets	6	None	None	
Phantasies Cartoons	10	6	8	4
Screen Snapshots	12	10	12	6
Stooge Comedies	8	All	8	5
Washington Parade	6	All	6	3
World of Sports	12	10	12	5
TOTAL	128	99	130	64

METRO-GOLDWYN-MAYER

Cartoons	18	14	18	3
Crime Doesn't Pay	6	All	6	3
Metroscopix	1	None	None	
Miniatures	9	All	10	3
Our Gang	8	All	9	6
Passing Parade	8	All	9	1
Pete Smith Specialties	13	All	14	5
Robert Benchley	4	All	None	
Special Subject	1	1	None	
Fitzpatrick Traveltalks	12	All	12	All
TOTAL	80	76	78	33

PARAMOUNT

Animated Antics	None		10	5
Color Classics	6	All	None	
Color Cruises	7	All	6	3
Gabby Cartoons	None		8	5
Headliners	10	All	8	4
Madcap Models	None		6	2
Paragraphics	10	All	6	4
Popeye	12	All	12	6
Popular Science	6	All	6	4
Robert Benchley	None		4	2
Special Cartoon	None		1	1
Sportlights	13	All	13	7
Stone Age Cartoons	12	All	None	
Symphonics	3	All	None	
Unusual Occupations	6	All	6	3
TOTAL	85	85	86	44

REPUBLIC

Meet the Stars	None		12	2

RKO-RADIO

Series	1939-40 Sold	1939-40 Released	1940-41 Sold	1940-41 Completed
Disney Cartoons	18	17	18	None
Edgar Kennedy	6	5	6	4
Information Please	13	All	13	5
Leon Errol	6	4	6	3
March of Time	13	All	13	6
Quintuplets	None		1	1
Radio Flash	8	5	None	
Ray Whitley	8	4	4	2
Picture People	None		13	5
Reelisms	13	All	None	
Sportscopes	13	All	13	6
TOTAL	98	82	86	31

20TH CENTURY-FOX

Adventures of a Newsreel Cameraman	4	All	4	3
Dribble Puss Parade	6	4	4	2
Fashion Forecasts	4	All	4	None
Magic Carpet	6	8	8	5
Ripley-Believe It Or Not	None		None	1
Sports Reviews	6	All	6	5
Terrytoons	26	All	26	16
TOTAL	52	52	52	32

UNIVERSAL

Cartunes	13	8	13	5
Going Places	15	All	15	6
Musicals	13	All	13	5
Special Subjects	1	1	1	1
Stranger Than Fiction	15	All	15	6
TOTAL	57	52	57	23

VITAPHONE-WARNER BROS.

Broadway Brevities	10	All	9	5
Color Parade	10	All	None	
Elsa Maxwell	None		3	All
Featurets	8	All	6	4
Hollywood Novelties	None		10	5
Looney Tunes	16	All	16	9
Melody Masters	10	All	10	7
Merrie Melodies	26	All	26	16
Special Subjects	1	1	2	2
Sports Parades	None		10	5
Vitaphone Varieties	6	All	None	
TOTAL	87	87	91	52
GRAND TOTAL	587	533	592	281

Quiz Reels Lead Current Shorts Trend

WITH few exceptions, short subject production has kept pace with releases as shown by the accompanying chart. Few changes have been made in the schedules as announced by the various distributors at the beginning of the season. In addition to the announced subjects a few have been added to the programs since the season began, notably Republic's series of 12 Meet the Stars single reel subjects, of which two have been completed.

Among the noticeable trends is an effort to follow the current interest in quiz programs of various kinds. Four of the distributors have already made subjects to capitalize on the craze. One of them was MGM, which came out with two Pete Smith subjects titled "What's Your I. Q." in which the unseen comedian asked his audience a number of questions appropriately illustrated on the screen. The success of these and other subjects has led the company to schedule another subject called "Quiz Biz."

Columbia has adopted the "Take It Or Leave It" program of radio fame with Bob Hawk, the same master of ceremonies who is on the air and made two subjects (with a third in production) which are even more entertaining to theatre audiences than the radio program. Paramount is doing the same thing with the famous Quiz Kids, a group of children of genius calibre whose air exploits have become famous.

RKO was first to capitalize on the craze, capturing the famous Information Please program which has proven highly successful in pictures, at the same time bringing to the screen many of the guest stars used on the air and making them attractive screen personalities. Probably the biggest scoop of all was Wendell Willkie. Additional footage taken at the same time has just been released. In next month's Short Subject Section STR will give some suggestions on selling quiz reels.

For those exhibitors who want quick information about which shorts are in Technicolor, we suggest the use of the Short Subject Booking Guide which is carried EVERY WEEK in Showmen's Trade Review. All shorts for 1939-40 and 1940-41 seasons are listed and the series in Technicolor are so designated. We pride ourselves that this guide is as nearly accurate as it is humanly possible to make it. Are you making the most of it?

Short Subject Reviews

Screen Snapshots No. 5 *(Excellent)*

Col. (2855) Screen Snapshots **10 mins.**

This release should have more than average appeal because of the fact that it concerns Bob Hope's recent party at the Pirate's Den. In view of Hope's high radio rating, it is a virtual certainty that the subject will have excellent box office value if well exploited. Besides Hope, other members of the Pepsodent show are seen and heard—Brenda & Cobina and Jerry Colonna. The witty repartee of these funsters will keep your patrons amused. Ralph Staub directed. Others appearing in the short include Roy Rogers, Harry Ritz and Andrea Leeds. If your local radio station is one of those into which the Pepsodent program is piped, you'll naturally want to get in spot announcements. Window displays with dealers handling Pepsodent products might be arranged. Feature Bob Hope, Brenda & Cobina and Jerry Colonna in all your publicity, for they are names well known to your public.

A Helping Paw *(Amusing)*

Col. (2505) Color Rhapsody No. 5 **7 mins.**

Chester's visit to the doctor ends with the dizzy lad fitted out in a pair of spectacles which make him see double. To complicate matters, the dog instructed to guide him home has consumed a bottle of massaging fluid. The two then get into some amusing situations that should delight the children and mildly amuse the adults. Sid Marcus directed the Technicolor cartoon.

U. S. Naval Academy *(Splendid)*

Col. (2903) Washington Parade No. 3 **10 mins.**

Without any apparent flag-waving or heroics, here is a straight-forward, intelligent pictorial record of the activities at Annapolis—training grounds for America's future Admirals. From the time the young men enter as plebes until they graduate, all the things required to make one a naval officer are shown. By its very simplicity, by the clear, concise manner in which Narrator Basil Ruysdael explains the action, this is a subject which should make every real American proud of Uncle Sam's Navy. Every exhibitor who can possibly play it should do so, at the same time using every means available to exploit it. Contact your local Navy Recruiting Office for cooperation. Arrange a screening for prominent civic officials, and use their endorsements in your advertising.

Information Please No. 5 *(Good)*

RKO-Pathe (14,205) Information Please **11 mins.**

For the second time since this series began, Wendell Willkie, defeated Republican presidential candidate, is the guest expert. With the veterans—John Kieran, Franklin P. Adams and Oscar Levant—he does his share to chalk up correct answers to questions directed at the foursome by Clifton Fadiman. The subject is entertaining, but is marred to a certain extent by poor recording (unless, of course, something could have been wrong with the reproducing equipment in the projection room). In any event, some of the dialogue is difficult to understand. The subject was produced by Frank Donovan and supervised by Dan Golenpaul. Now that Lucky Strike is sponsoring the radio version of this program, tieups should be possible with drug stores and tobacconists. You might be able to tie up also with your local book shop on the latest "Information Please" book.

Take It Or Leave It No. 2 *(Entertaining)*

Col. (2602) Take It Or Leave It **11 mins.**

For the second time on the screen Master of Ceremonies Bob Hawk puts his "pupils" through their paces as he attempts to stump four participants with questions. If they answer the first question correctly, contestants have a choice of stopping there and being content with a small prize. Or, going on to the second, third, fourth, or even fifth, they stand a chance of winning a large prize or losing all. It's an amusing and entertaining short subject. Your local station may be an outlet for the radio version of this quiz program; if so, arrange spot announcements. You might try the question and answer stunt in your lobby, with questions referring to forthcoming attractions. One who answered the first question would get a single pass, or if he wished to continue, he would stand the chance of winning a week's, two weeks' or month's pass or lose all. Be sure to feature the short subject in connection with this stunt.

Happiest Man on Earth *(Unusual)*

MGM (M-233) Miniature No. 3 **11 mins.**

This, according to MGM's own subtitle, is a frankly experimental thing in short subjects. It is from an O. Henry Memorial Award short story and represents a newly tapped treasure trove of material for short subjects—the short story. Some may say it is static and lacks action—but no one will say that it isn't dramatic or that it lacks interest. Paul Kelly and Victor Killian are the sole members of the cast. The former, brother-in-law of Killian has come a long way to ask for a job driving a truckload of nitro-glycerin. Killian is loath to give him a job on which the casualties run high. Kelly persists and after a considerable argument, he sways Killian over to his point of view. He leaves the office with his head up and says he is the happiest man on earth. This little synopsis hardly does the subject justice. It is ten minutes of stark drama told entirely in the conversation of the two men. David Miller has done a fine job of the direction.

Mediterranean Ports of Call *(Out-dated)*

MGM (T-216) Traveltalk No. 6 **9 mins.**

This subject is devoted to Algiers and Monte Carlo but completely ignores their present status, preferring to forget it altogether and speak of the attractions of the two cities as they were before the War. Some of the dialogue is entirely incongruous, referring to past practices of millionaires spending the Winter at Monte Carlo, for example, as if they continued to do so. If you play this subject, it is suggested that you specifically point out that this is the way these ports looked before the War.

Fightin' Fools *(Good Fun)*

MGM (C-295) Our Gang No. 5 **11 mins.**

The Gang goes swimming and a rival group of kids ties their clothes in knots. As a result war is declared between the two gangs, with plenty of comedy as the result. Our Gang finally wins through several unusual tricks and the losers have to untie the knots in the Gang's clothes. This has a few more laughs than the Gang has produced of late. Edward Cahn directed.

Respect the Law *(Very Good)*

MGM (P-203) Crime Doesn't Pay No. 3 **21 mins.**

This subject shows that disrespect for even an obscure law can bring plenty of trouble on innocent people. The moral to be drawn is that laws are made for the good of the greatest number. A rodent inspector is bribed to pass on the rat-proofing of a certain dock. Rats come ashore and the result is bubonic plague which kills many people. The briber, scared by his crime, divulges that he has hidden the corrupt inspector in the country. The latter shoots himself. While not as good as other subjects in this series, this one nevertheless is an excellent program-builder and should find a welcome on any bill with a light comedy feature. Joe Newman directed.

Penny to the Rescue *(Excellent)*

MGM (S-264) Pete Smith No. 4 **10 mins.**

Somewhat on the style of previous Prudence Penny subjects, this one has a number of good tieups available and should be of especial interest to women. Prudence shows some of the unusual ways she has of making tasty looking dishes and to judge by the expressions of the cast in this picture they taste mighty good, too. See page 14 of the issue of January 11 for exploitation suggestions. Will Jason did a fine job of direction on this one.

Picture People No. 5 *(Fair)*

RKO-Pathe (14,405) Picture People **10 mins.**

Newest of the Picture People series, this one doesn't rate with its predecessors. The subject matter, except for the clip featuring John Barrymore and Rudy Vallee, is routine stuff and not too interesting. Players who appear are Tim Holt, Rita Hayworth, William Gargan, Irene Rich and daughter, Frances. The recording in the Barrymore-Vallee sequence might have been better. As a whole, the subject is just satisfactory program filler, but you can draw attention to your showing by plugging Barrymore and Vallee, since this duo is winning strong popularity in the weekly Sealtest radio program. "Picture People No. 5" was produced by Frank Donovan and directed by Louise Rousseau.

The Fired Man *(Mildly Amusing)*

RKO-Radio (13,703) Leon Errol No. 3 **20 mins.**

Employed by a large department store, it is Errol's job to be fired whenever a customer complains, then tell a sob story and be reinstated at the customer's insistence. It works for a time, but eventually he gets into complications which involve his wife, his stenographer, a customer and some non-existent children. The laughs are not of the riotous sort; rather they are chuckles to keep any audience mildly amused. Lou Brock produced, while Charles E. Roberts directed.

Pantry Pirate *(Very Good)*

RKO-Disney (4,115) Disney Cartoon No. 5 **8 mins.**

Driven from the kitchen, Pluto creeps back in again when he can no longer resist the appetizing aroma of baked ham. His efforts to reach the delectable dish as it reposes on the stove gets him into plenty of hot water, and the kitchen is topsy-turvy by the time he leaves it on hearing the cook's footsteps. His only reward for his

(Continued on Next Page)

Pantry Pirates *(Continued)*

efforts is a fit of the sneezes, brought about by crashing into a box of Super Sudsy Soap flakes. This Disney cartoon in Technicolor upholds the mirth and merriment standards of the series. Give it prominent billing in your advertising.

Baby Stars *(Excellent)*

Republic **Meet the Stars No. 2** **10 mins.**

This second subject in a new series deals entirely with the WAMPAS dinner in Hollywood revived this year. Thirteen baby stars each come out and do a bit to impress an array of directors which should dazzle the average fan. Harriet Parsons, who produced the subject, keeps her commentary down to the minimum, focusing the interest on the stars, a fact which makes this series better than the other Hollywood reels. Judging from this film there is a vast array of talent which has yet to hit the screen in a big way. The names of the various directors who attend, the former WAMPAS stars who acted as judges and the names of the baby stars can be posted in the lobby as an attention-getter for the subject.

Snow Eagles *(Excellent)*

RKO-Pathe (14,305) Sportscope No. 5 **9 mins.**

Here's a subject to make the most rabid fireside champion want to take to skiing. Filmed at Sun Valley, Idaho, it features a breath-taking demonstration of the sport by Friedl Pfeifer and Otto Lang, instructors. The fine photography reveals the startlingly dramatic beauty of the background. Combine this with the exhilarating thrill of seeing "snow eagles" ski down snow-covered mountain slopes and you have a subject to please all types. Frank Donovan produced, with Andre Baruch handling the swift-paced narration. Arrange tieups on skiing togs and other winter sports attire with sporting goods stores and department stores.



Silver Skates Derbies

Tieups with Silver Skates Derbies in some twenty-six cities throughout the United States are being made as a promotional feature to stimulate audience interest in Columbia's World of Sports reel "Ice Capers," featuring Irving Jaffee, undefeated Olympic and world speed skating champion. The Silver Skates Derby tieups are being arranged in such cities as Boston, Cleveland, Detroit, Chicago, Minneapolis, St. Paul, Hamilton, Ont.; Toronto, St. Louis, Kansas City, Mo.; Milwaukee, Baltimore, Buffalo, Syracuse, Pittsburgh, Indianapolis, Saginaw, Mich.; Muskegon, Mich.; Providence, Hartford, Springfield, Albany, Schenectady, Utica, Newburgh, N. Y.; Atlantic City. (For further details about these tieups exhibitors may write to Al Sherman, Publicity Dept., Columbia, 729—7th Avenue.)

Don't Neglect Shorts In Newspaper Layouts

A theatreman who shows short subjects and makes no mention of them in his newspaper advertising is cheating himself out of possible extra revenue. One particular example of this is vivid in our memory:

It so happened that in a certain town a manager was playing a subject dealing with the growth of the motion picture industry. That the subject had appeal for both young and old goes without saying, for in it were clips from movies produced as far back as the beginning of the century. But not a word about it did the manager publish. So far as his patrons knew, there was nothing with the feature but "added short subjects."

Not until after the first day's showing was the word noised around. One patron was heard to remark: "It just so happened I got to see it. Luck, I'd call it, for I didn't even know it was on the program." The word-of-mouth comment helped business somewhat for the last day of the run, but think of the business this manager might have realized if he had properly sold the subject in advance. He had *something* to sell, and he muffed the opportunity.

Nowadays there are so many good short subjects on the market that the exhibitor would be foolish to overlook them in his advertising. Some, like "Information Please," "Hobby Lobby," "Take It or Leave It" and one or two others have more than average interest because they are screen versions of popular radio programs. Other subjects tie-in with current events, while still others have dramatic or comic values that would serve as proof in your advertising that you are offering your patrons well-balanced entertainment. Considering short subjects as a whole, there are so many varieties to appeal to so many different tastes that mention of them in your ads will attract certain people that might not otherwise attend the theatre.

Don't be content with an "added short subjects" line in your ads. Allow reasonable space, depending on the importance of the subjects, in which to plug them. If it's necessary to revamp or tack on an extra inch, don't quibble about the slight additional cost. More likely than not you'll more than compensate for it in extra revenues.



Cartoons Featured in Ad

Shure and 'twas a grand feature that headed the Joy Week program at the Midwest Theatre, Oklahoma City, Okla., but we're after havin' you see how the four cartoons and the newsreel were played up in the advertising. The short subjects took the place of a second feature, and more likely than not, Midwest patrons enjoyed them better. Note that the cartoons—Walt Disney's "The Riveter" and "Tugboat Mickey," Warners' "Gander at Mother Goose" and MGM's "Peace On Earth"—were all in Technicolor and were so advertised.

Shiny Bikes for New Members

Here's a good way to operate a Kiddie Klub successfully. Down in Harlingen, Texas, at the Arcadia Theatre, Manager J. C. King has formed the Kiddette Matinee Klub. Biggest prize for the child who gets the most memberships is a shiny new bicycle. With such an inducement, every kid in town should join.

Anglers' Club Tieup

Personal contacts with the local Anglers' Club, plus the planting of publicity and the placing of ads in newspapers brought good public response to the showing of "Lure of the Trout" at an Interstate theatre in San Antonio, Texas. Manager John T. Floore put over the campaign.

. . NEWSREEL SYNOPSES . .

(Released Saturday, February 1)

PARAMOUNT (No. 45)—World's largest aquaplane at Miami; Washington U. rowing crew practices; Fishing village on ice in Michigan; Huge cake marks President's birthday; Record blizzard sweeps Sierras; Premier Metaxas of Greece dies; Hearst art collection on sale; Senate Foreign Affairs committee debates lease-lend bill; "Bundles for Britain" drive; U. S. Army makes 4-day test of civilian aircraft warning service.

MOVIETONE (Vol. 23, No. 42)—Mine sweeping off Australian coast; Dublin bombed; English move up big guns; English civilians help fight fires; Huge cake marks President's birthday; Churchill reviews Home Guard unit; King Haakon reviews units; Greek Princess visits military hospital; Airplane motor production at Indianapolis; Submarine launched off California coast; Fashions in neckwear; Washington U. rowing crew practices; Water ballet; World's largest aquaplane at Miami.

NEWS OF THE DAY (Vol. 12, No. 240)—Britain ready for War's zero hour; Greece hails victories; Airplane motor production at Indianapolis; Submarine launched off California coast; Huge cake marks President's birthday; Fashions in spring hats; Washington U. rowing crew practices; World's largest aquaplane at Miami.

PATHE (Vol. 12, No. 45)—Huge cake marks President's birthday; Mine sweeping off Australian coast; Hearst art collection on sale; English women trained for men's work; Badgett quadruplets celebrate birthdays; Airplane motor production at Indianapolis; Sam Snead wins golf meet; Washington U. rowing crew practices; Snow storm sweeps Sierras; World's largest aquaplane at Miami.

UNIVERSAL (Vol. 13, No. 950)—Huge cake marks President's birthday; Airplane motor production at Indianapolis; Submarine launched off California coast; Million-dollar mistake in pay check; Hearst art collection on sale; Fishing village on ice in Michigan; Twin hat styles; Washington U. rowing crew practices; World's largest aquaplane at Miami; Bing Crosby golf tournament; Aquatic stars at Miami.

(Released Wednesday, January 29)

PARAMOUNT (No. 44)—Captured German airmen in Canada; Probe plane crash near St. Louis; Badgett quadruplets celebrate second birthday; Lord Halifax arrives in U. S.; House Committee hears Col. Lindbergh; Harry Hopkins received by Churchill; Londoners carry on; Greeks advance in Albania; British fleet bombs Italian Libya coast; First pictures following fall of Bardia; Ice skating near Kent, Conn.; Indoor track meet at Boston; Bob-sledding at Bridgeton, Me.

MOVIETONE (Vol. 23, No. 41)—Lord Halifax arrives in U. S.; Italian prisoners in Africa; British fleet commands Mediterranean; Harry Hopkins received by Churchill; King George and Queen Elizabeth cheer up Sheffield populace; Captured German airmen in Canada; Spring fashions; National Outdoor Skating Meet at La Crosse, Wis.; Bob-sledding, Bridgeton, Me.

NEWS OF THE DAY (Vol. 12, No. 239)—British fleet fights off surprise air attack in Mediterranean; Italians routed in African war; London cleans up dangerous fire raid debris; Huge ship launched at Beaumont, Texas; Lord Halifax arrives in U. S.; Bob-sledding at Bridgeton, Me.; National Skating Meet.

PATHE (Vol. 12, No. 44)—Bardia falls under British attack; Ark Royal fights off Axis bombers; Harry Hopkins visits Churchill; Lord Halifax arrives in U. S.; Captured German airmen in Canada; Plane crashes near St. Louis; Florida cyclists picnic under water; Seton Hall basketball star displays court wizardry; Ice skaters compete at LaCrosse, Wis.

UNIVERSAL (Vol. 13, No. 949)—Lord Halifax arrives in U. S.; Fall of Bardia; Harry Hopkins visits Churchill; Wounded RAF fliers treated; Captured German airmen in Canada; Huge boat launched at Beaumont, Texas; Citrus fiesta in Texas; Florida rodeo; Bob-sledding at Bridgeton, Me.



The Talk of the Tents Up and Down the Land

Variety Club Notes

JOHN H. HARRIS, NATIONAL CHIEF BARKER

Weekly Get-Together of Filmdom's Good Fellows



Tent No. 1—Pittsburgh

Ira Cohn and Gang Kings for a Day . . . Several Barkers Ill With Flu . . . Frank Carver Dies.

Kings for the Day at the dinner on Monday, January 27, were Ira Cohn and his 20th Century-Fox gang.

Recent visitors at Tent No. 1 included Norman Frescott, Major E. S. Larson, former coach of the Navy football team, and Jim Levine, representative of the Walt Disney Corporation who, incidentally, is now a non-resident barker of Tent No. 1.

Barkers confined to their homes with the flu are C. J. Latta, Dinty Moore, Art Morrone, Harry Feldman and Dave Leff.

Dough Guy Mort England has returned from Florida and Chief Barker C. C. Kellenberg shoves off shortly for a Florida vacation.

We can look for some real fun around the club this coming week inasmuch as Barkers Cliff Hall and Sid Marion of the "Streets of Paris" company check in at the Stanley on Friday.

Barker I. Elmer Ecker was the only Republican on the Democratic Special to Washington for the inauguration.

The club was saddened by the news of the death of Frank Carver who for years was the representative of the American Seating Company in the Pittsburgh district.

There is considerable activity around club headquarters in preparation for the national convention in Atlantic City.

Tent No. 3—Cincinnati

Enthusiasm at Monday's Meeting . . . Stanley Jacques Visits . . . Joe Kolling Entertains at Club.

Much enthusiasm was displayed by the barkers attending the general meeting last Monday night. The reward was the good feeling that comes from many good intentions plus the more material one of a big buffet luncheon at the expense of the club. It was the first of such meetings presided over by the new chief barker, Bill Onie.

Stanley Jacques, the local RKO exchange manager whose appearances at the clubrooms may be considered an event, honored the edifice twice during the past week. Once while with Colonel Frudenfeld he entertained Jimmy Boyle of the RKO field staff, and then again on his own when he entertained the press and visiting exhibitors after the sneak preview of "Mr. and Mrs. Smith."

Last Sunday was gala Sunday at the clubrooms for Joe Kolling and his friends who attended the wedding of his pretty daughter Peggy in the Netherland Plaza Hotel.

Another large delegation attending the clubrooms were the members of the Phillip Goldsmith sales force who held their convention here. They were ciceroned by Phil Goldsmith, Bill Koegel and Tony Koegel.

Roy Haines, big-wig with Warner Brothers and formerly located in Cincinnati, spent a couple of days at the local office after which it was westward ho! for Roy.

Several of the local critics left for Miami to attend the premiere of Universal's "Back Street." Many of the residents on Back Street, Cincinnati, where the picture gets its name, were looking forward to the premiere being held in their own yards, but then Back Street is only a short block in length and not very well suited for klieg lights, brass bands and celebrities.

Tent No. 5—Detroit

New Entertainment Regime Begins . . . Bingo Party Saturday Night . . . Other Notes from the Motor City.

"Family Frolics for Saturday Nights" became the new slogan of Tent No. 5 this week, with the biggest affair staged in the clubrooms in months, marking the inauguration of a new regime in entertainment under the chairmanship of Wade Allen of the Fine Arts and Arcade Theatres. Ringmasters for the nonce were Irving Belinsky and Max Blumenthal.

A well-attended bingo party, with games starting at the early hour of 8:30, drew a crowd two hours earlier than usual for Variety Saturday affairs, and kept them interested every minute till a late hour. Three hours of bingo, followed by three hours of dancing to the tunes of Barker Dave Diamond's Variety Trio, was the program of the evening.

Mrs. William Flemion, wife of the Welfare Chairman of the Club, is still seriously ill in the hospital again for pneumonia. Lou Greenley, who has been selling for Monogram, moved across the hall to become western state salesman for Phil Monsky, who went to the Chicago territory. Bob Bernstein, MGM salesman, has gone to the New York City exchange.

Nat Haase, Metro Premiums, has been the victim of a cold. Jack Dickstein, who moved to Indiana a year ago, is back again, and is now manager for the Gus Sun Booking Office. Bill Carlson, past chief barker, had the whole crew of Recorders' Court judges up to Variety clubrooms for the Caravan Club luncheon. William H. Steffes, pioneer Detroit exhibitor, and operator of the DeLuxe for many years, passed away. Another final curtain call was for Donald S. Munro, 84, who was treasurer of the old Temple Theatre until its closing days.

NATIONAL VARIETY CONVENTION ATLANTIC CITY, N. J. MAY 15th, 16th & 17th

(DON'T FORGET THE DATES)

This Convention will attract every important executive in the industry . . . being closer to New York a larger home office representation is definitely assured.

Will your Tent win the attendance prize this year? You know it CAN be done.

Variety is expecting every Barker to come through a hundred per cent.

John H. Harris,
National Chief Barker.

Tent No. 6—Cleveland

Testimonial for Buck Stoner . . . Minsky, Drafted, Gets Farewell Dinner . . . Rhumba Lessons Cause Sensation.

Most of the barkers were on hand at the Farewell Testimonial Dinner for B. D. "Buck" Stoner who left to take over the MGM branch managership in Pittsburgh. The affair was held in the Hotel Hollenden. Seated at the speaker's table were Frank Drew, Jack Sogg, Lou Marks, Bert M. Stearn, Charles Boasberg, Charles Raymond, Nat Holt, Ernest Schwartz and Frank Stoner of Buffalo, father of the guest of honor.

On Monday night, January 20th, Barker Joe Minsky was the honored guest at a farewell party tendered him by fellow barkers and friends at the Cleveland Tent. Joe is the first barker and member of Cleveland's film row to be called to military duty. He is now with the 37th Infantry Division at Camp Shelby, Miss. Over eighty guests were on hand to say goodbye to Joe. The boys gave him a wrist watch and a camera size radio to keep beside his bunk.

Chief Barker Bert Stearn's United Artists sales meeting brought barkers into the club from Buffalo, Pittsburgh, Cincinnati and Indianapolis.

Prop Man Frank Boyd invited his fellow members of the Cleveland Aviation Club to hold their annual election of officers at the Tent on Thursday, January 23rd. Organized in 1919, the Club is made up of former World War fliers.

Those Rhumba lessons which began at the Club a few weeks ago are causing a sensation. Club members and their wives and friends are taking to it like ducks to water. Over seventy-five couples were on hand Sunday to take lessons from Annette Newman and Al Friedlander.

Barker Matt Goodman, United Artists Cleveland Exchange Manager, dropped in at the Club and he looks fine despite his siege of sickness which kept him away for nearly three months. Lester Zucker, Columbia Exchange Manager, is having back aches but able to get around. Joe Longo, director of publicity for the Loew Theatres, was in Cleveland at the club for a look around and well pleased. Barker Charlie Dearsdourff, Metro's Cleveland Exploiteer, is embarrassed over that new overcoat six sizes too large.

Tent No. 7—Buffalo

Big Turnout for William E. J. Martin Testimonial Dinner . . . Martin Presented with Wrist Watch.

Barker William E. J. Martin, secretary-treasurer of the tent for a period of years, and film critic of the *Courier Express,* was guest of honor at a testimonial dinner given this week. Cliff Jones substituted as emcee for E. K. "Ted" O'Shea, Metro Central Division Manager, who was delayed in St. Louis. Martin was presented with a beautiful wrist watch at the event which drew more than 100, including groups from all circuits and exchanges.

(*Continued on Next Page*)

Tent No. 10—Indianapolis

Several Barkers Drafted . . . Honored at Parties . . . General Meeting Held Last Monday.

Several of the younger fellows around the exchanges are being called in the draft and the Variety Club is entertaining them before they go. Our next party will be for Abe Baker and John Dowd of Columbia and Warner Brothers respectively. . . . Chief Barker Ken Collins called a general meeting for Monday, January 27. This was the first meeting under Ken's direction and he has quite extensive plans mapped out for this year.

Everyone is much concerned over the disappearance of Don Smith, Manager of National Theatre Supply here in Indianapolis. Don's abandoned automobile was found in the middle of the Ohio River bridge at Louisville and nothing has been heard from him since. It is all very mysterious and has everyone worried.

Attendance at the Club has been excellent.

Latest reports from the Indiana Medical Center indicate that the Variety Club blood bank has been the means of saving lives since it was put into operation last summer.

Tent No. 12—Minneapolis

Committees Named for New Year . . . Many Exhibs Visit Clubrooms . . . Bennie Berger Off to Florida.

Chief Barker Ben Blotcky has announced the personnel of the Twin City Variety Club's committees for the ensuing year. The committees and their chairmen are House, William Elson; Charity, Joe Podoloff; Publicity, Les Rees; Entertainment, Charles Rubenstein and Lowell Kaplan (co-chairmen); Sports, Gilbert Nathanson; Law, S. J. Halpern; Shut-In, Harry Dryer; Finance, Frank McCormick and Eddie Ruben (co-chairmen); Membership, Maitland Frosch, and Atlantic City, William Elson.

The club rooms were the mecca for hundreds of out-of-town exhibitors during the Northwest Allied States' convention. The theatre men accepted the club's invitation to make the rooms their headquarters. Among those who especially enjoyed themselves were Mr. and Mrs. John Piller from Valley City, N. D.

Barker Mike Kelley, owner of the Minneapolis baseball club, had as his guests in the rooms Tom Sheehan, his manager, and Chief Hogsett, one of his star twirlers. It is hoped to have Simone Simon, Sally Rand and Isabel Jewell playing theatre engagements here this week as guests at the club.

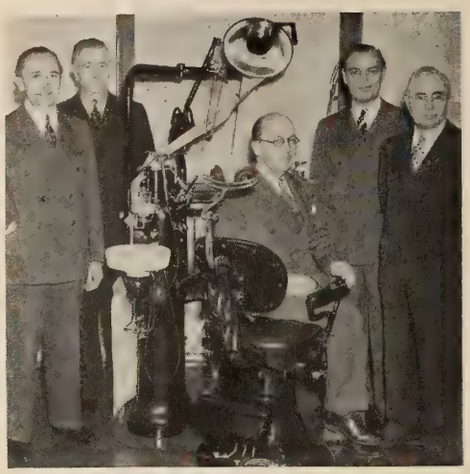
Barker Bennie Berger departed for Florida this week to visit with his side-kick, W. A. Steffes, former chief barker, who, according to reports reaching here, is improving very much in health. . . . After a brief spell of illness, popular Eddie Ruben is around the club again.

Tent No. 13—Philadelphia

Martha Raye Visits Club . . . Kelly Joints Tent . . . Cecil Felt Drafted . . . Other Quaker City Notes.

Bob Russell and Geli-Geli were guests of Barker Max Leven . . . Martha Raye was a visitor . . . Charles Goldfine did a swell job on the "March of Dimes" campaign . . . Earle W. Sweigert received congrats for a birthday Feb. 24 and as district manager for Paramount for Pittsburgh, Philadelphia, and Washington . . . Ray O'Rourke celebrates his birthday Jan. 26 with a party at the club Jan. 25 . . . Tuesday niters are really enjoying the platters issued by House Chairman Henry Friedman . . . Welcome to Variety, new Barker Arthur W. Kelly, United Artists . . . Variety Club stag party, Cecil Felt on Jan. 28 . . . Cecil Felt is the first Variety Clubber to answer Uncle Sam's draft call . . . Feb. 8 there will be a formal dinner dance in honor of new Chief Barker Dr. Leon Levy.

Tent No. 11—Washington



Officers of the Tent dedicated a $3,000 dental clinic at Providence Hospital in Washington last week. Pictured above are Rudy Berger, chairman of the Walfare Committee; Abe Lichtman; Chief Barker Hardie Meakin (in chair); Fred Rohrs and Joe Morgan.

Tent No. 17—Dallas

Two Members' Deaths Mourned . . . Christmas Card Idea Nets $500 . . . Weavers Hosts at Bingo Party.

Death again stalked into Tent No. 17 and took two members from us. Friends were shocked to learn of the tragic sudden death of Barker J. I. Roberts at 10:00 o'clock the night of January 20th near Corsicana, Texas. He was returning from a business trip to Galveston when his car collided with a truck, and he met instant death. Barker Roberts had been associated with the film industry in Dallas for twenty years. The club is also mourning the death of Pat Garyn, reported last week.

Barker and Mrs. Lloyd Rust are the proud grandparents of an eight-pound boy born January 22nd. They are the youngest grandparents in Tent No. 17.

Barker Clyde Westfall of Stamford was recently installed as President of the Stamford Exchange Club and within the next few months will play host to the annual convention of Exchange Clubs of Texas.

Barker John Adams' Christmas card idea netted about $500 for the Charity Fund of Tent No. 17. It is planned to make this a city-wide affair next year.

Barker and Mrs. C. H. Weaver were hosts for the Bingo Party the night of January 25th at the club rooms. Henceforth, dinner will be served at 7:30 at these affairs.

Barker James O. Cherry, General Campaign Chairman, has announced motion picture industry employees have assumed the responsibility of canvassing the city of Dallas next week in an effort to build up a huge supply of warm clothing to be sent to Britain for use of armed forces, home defense units and civilians who have suffered from bomb attacks.

VARIETY CONVENTION

Filmdom's Biggest Get-Together

Remember . . . this will be the biggest Convention ever held by any group in the theatrical industry.

Its success can only be assured through the active and spirited cooperation of every Tent and every Barker in Variety.

The program of events will insure a terrific round of fun . . . entertainment . . . and celebration for every delegate attending.

Every Tent should be extending itself towards making this event as outstanding as was Dallas last year.

John H. Harris,
National Chief Barker.

Tent No. 18—Dayton

Bennett Recovers . . . Baumann First Draftee . . . Fred Named Newspaper Guild Treasurer.

Ev Bennett, who was quite ill last week with a heart attack, is back among the folks again.

"Judge" Charley Baumann, the old trapper, appears to be the first draftee from Tent 18. The judge is due to leave in a couple of weeks.

Freddy Krimm is proudly exhibiting a copy of a west side Negro weekly newspaper. One-fourth of page one was devoted to "Gone With The Wind" which opened at his house, the first Negro house in Ohio to show "GWTW" at the reduced rates.

Sid Glazier, manager of the Mayfair, has been replaced by Dan Davenport. Sylvan Fred has been elected treasurer of the Dayton Newspaper Guild. Chief Barker Bill Keyes has just returned from a speaking tour which took him to major Ohio cities. Bill espoused the cause of real estate.

Fred Kette has become a farm boy, having moved from a downtown apartment to a country abode.

Among the new improvements at the tent are lengthening of the bar.

Tent No. 19—Baltimore

Third Annual Dinner Dance a Big Affair . . . Tent Presents League for Crippled Children with Station Wagon.

The third annual dinner dance was held Saturday night at the Belvedere Hotel. Reservations were sold out two weeks before the dance with the result that many were disappointed. Quite a number of of barkers from Washington, Philadelphia and Pittsburgh were present. They all acclaimed that they had never attended a finer annual dinner. General Chairman Rodney Collier and his committees are to be congratulated. Phil Lampkin, the Washington Maestro and his boys, put forth their best efforts with the result that no finer music could be heard anywhere.

After the dinner Chief Barker Hicks presented the Maryland League for Crippled Children with a station wagon. The station wagon is to be used in transporting children to and from the hospitals that have not means of transportation. For favors the ladies received passes for forty-five theatres bound in a blue and gold cover.

On Thursday Mrs. Hornstein entertained a number of guests at luncheon and mah jongg at the club rooms.

STR PRESENTS

A MONTHLY

SECTION of THEATRE EQUIPMENT and MAINTENANCE

BEAUTY OUT O' LUCK

IT'S getting cool on Main Street in most towns of the land, so let's hope not too many take exception if we turn on the heat—just a bit.

Nobody, we believe, would charge that this journal is ever anything but of, by and for the theatreman. But just now, let's consider not the top-notch theatreman but a certain proportion of his kind who are not doing right by Beauty, of all things.

By and large most people will agree that you can find a bigger budget of beauty on the movie screen than in any other one place in the world. But, sadly enough, there's far more beauty in pictures than many of the faithful picture-goers ever see. You can't blame Hollywood for that. And you can't blame the technical men of the studios or of manufacturing firms supplying equipment for presenting the pictures at theatres. You can blame only the man who operates the theatres where the cheated ticket-buyers have to go to see the pictures.

There's just no excuse today for any theatre to put a picture on the screen with anything less than full-pound measure for the consumer. Years ago there might have been some excuse.

Today the smaller theatre can put on ace-high projection with machines and lamps costing far less than the most inexpensive used equipment of not so long ago. Today the theatreman (thanks to the demand created by top-notch showmen and the resourcefulness of manufacturers supplying that demand) today any theatreman anywhere can give his public the kind of projection, sight and sound, as well as comfort which formerly were to be enjoyed only at the finest "show-window" palaces in the big cities. Today the smaller theatre can have a precision projector in every way comparable with the performance, durability and ease of operation characteristic of the finest machines made for the large-capacity house. Today, the small theatre can have projection lamps which operate at low current consumption and obtainable at low cost—which lamps in conjunction with today's carbons deliver so much more light at so much less cost for purchase and current consumption that comparative figures seem more like blackboard magic than actual fact. Today, the theatre, large or small, can offer patrons seating comfort such as brought national publicity to de luxe big town houses not so long ago.

There's just no excuse for letting Beauty go begging; no sense to giving the public anything less than full-measure value at the picture theatre today. And, what's vital to those theatremen who are cheating in this respect, there's no use for them to look for a "better break" via trade reforms, lowered rentals, increased production quality or a public "well heeled" with more coin of the realm to spend at theatre box offices. For them the expected boom just ahead will be just another period of spotty business aggravated by the added discomfort of knowing that they and their kind have done the motion picture a great disservice.

THE PRESSURE IS OFF THE *Popliteal!*

POPLITEAL—

According to *Webster's*, the Popliteal is the "back part of the leg behind the knee joint." It is very sensitive because arteries, veins, and nerves are close to the skin surface. Pressure on the Popliteal causes legs to "go to sleep," is responsible for nervousness and restlessness.



HERE'S THE LATEST IN THEATRE SEAT COMFORT

A revolutionary new-type theatre seat of exquisite comfort—*exclusive with American Seating*

Feather Foam Front

No hard steel wires—No rolled or packed stuffing across front edge. The Feather Foam Front is truly soft!

FEATHER FOAM FRONT! Get acquainted with that name—because you'll hear a lot about it from now on. It's American's latest contribution to theatre seat comfort. Once and for all it *takes the pressure off the popliteal!* No more complaints from patrons about hard seat edges that put legs to sleep! Instead praise and profits because you have the most comfortable theatre seats in the world today!

And the remarkable thing is that *Feather Foam Front* seats cost you no more! This great advance in theatre seat design is now a regular feature of the American Bodiform, Commodore, Zephyr and Zenith theatre chairs.

See these new chairs before you buy. Brilliant new color schemes . . . streamlined designs . . . and *Feather Foam Front* seats!

AMERICAN SEATING COMPANY GRAND RAPIDS, MICH. REG. U.S. PAT. OFFICE

American Seating Company

GRAND RAPIDS, MICHIGAN

Pioneers and pacemakers in theatre, auditorium, school, church, stadium and transportation seating

Branch Offices and Distributors in Principal Cities

Drilled Staff First Line of Panic Defense

A FEW days ago STR received a request from the district manager of a circuit for a compilation of information concerning panic prevention and fire drills for use at a meeting of theatre staffs under his jurisdiction.

In order to supplement the standing file on this subject, an STR reporter consulted the Fire Prevention Bureau of the Fire Department of the City of New York. His informant, Frank Reilly, pointed out that the fire drill practice, so prevalent in schools and office buildings, is not practical in a theatre or in a place of general assembly because of the possibility of a panic. He said that experience has proved that successful fire drills were those held in schools, because of the ability of children to vacate the premises quickly and in good order. Only where older people are employed is the process slowed up, for often a man or woman who has difficulty in moving quickly will block the way of other people.

Because most theatre audiences are comprised principally of adults, the factor that may hinder perfect fire drill organization in an office building or factory is often also present here.

Trained to Take Posts

Mr. Reilly suggested that in case of fire, certain trained members of the house staff get to certain posts and urge people to leave through the exits nearest them. No matter how many diagrams you print, he said, most people will insist upon leaving by the same door through which they entered the theatre. Thus it is important to get the people to leave in an orderly manner. A cool, efficient director can do much to alleviate excitement and help to empty the theatre quickly and easily without the horror of a panic. If patrons have hats and coats with them, all well and good; but if these articles are checked, or if obtaining them should delay occupants in leaving the building, it is best to forget them.

Procedure Suggested

The Fire Department official referred to an outline of rules prepared by the New York City Fire Department for fire drill organization in office buildings and factories. While these rules were not set up for motion picture theatres, he pointed out, nevertheless a manager could apply them in perfecting measures for fire drill organization and panic prevention.

There are eight important assignments for members of the house staff, each of which should by all means have an alternate, so that in case of absence on the part of one or the other, the alternate will also be on duty. These assignments are (1) the Foreman or person in charge of the drill; (2) at least two Watchmen, who see that any factors which may cause a fire to spread are dealt with; (3) and (4) male and female searchers, whose duty it is to search all toilets, dressing rooms and emergency rooms used and frequented by their respective sexes, and who are to take care of all persons who faint or are disabled; (5) Street Alarm Box Runner, who "shall be familiar with the nearest city fire alarm box and know how it is operated"; (6) the Fire Brigade, who "shall have full charge of the operation of all auxiliary fire-fighting apparatus and shall endeavor to extinguish, or at least hold in check until the arrival of the fire department, any fire that may occur"; (7) Exit Guards, who "shall station themselves at all exit doors leading to fire escapes, stairways and other means of escape immediately upon the sounding of the alarm. There shall be two guards for each exit, if practicable; one to stand holding back the door and the other directly inside on the floor. The latter are to keep the exit doors open and direct the movements of persons using these exits and prevent congestion"; (8) Squad Monitors, who, "as soon as the alarm is sounded, shall see that the employes (or section of the audience) under their charge quickly form into line, two abreast, and numbering not more than thirty to each squad."

Fire Prevention Rules

1. All panic bolts and hardware on exit doors MUST be examined each day both by the janitor and also the usher on duty nearest to each exit door.
2. Fire escape stairs and walks should be kept free of rubbish and regularly inspected to obviate any dangers in the use of same.
3. In winter, snow and ice MUST be removed from all exits, fire escapes and outside stairs.
4. Since darkness contributes to panic, a system should be worked out, and practised at least once a week, whereby signals for the stopping of the show and the turning on of all house lights can be effected with the least delay.
5. Falling plaster has started more panics than fire. Therefore, and this applies particularly to theatres with hanging ceilings, regular inspections must be maintained to see that there are no cracks or sections in such ceilings which may break away and fall into the audience.
6. "Danger" spots require more care and attention than elsewhere. In this classification we would place: stair wells, hand rails, carpets at aisle heads, carpets on stairs, lighting of stairs and exits, lights outside of exit doors, caution signs where there are steps on opposite sides of any doors.
7. If trap doors or openings of any kind occur in an exit passage on the outside of the theatre, NEVER, under any circumstances, even when theatre is not open to public, allow such places to be unprotected against people falling into them. We have in mind an ash-hoist opening in an exit passage which was supposed to be guarded by the two trap doors and a rail across, but which was left with the doors thrown flat and no guard and into which a child fell while playing around the theatre. Had this situation prevailed during show hours and a panic, one may easily imagine what would happen.
8. Theatres equipped with a fire alarm box must designate someone on duty on every shift to turn in the alarm in case of emergency. It must be kept in mind that the need of the fire department would be essential in any panic whether caused by fire or otherwise.
9. Since panic doesn't wait on your pleasure or serve notice in advance you can always be sure it will catch you unprepared and wide open for criminal or civil responsibility. You must, therefore, understand that in many states the manager is held responsible if found negligent. Doors not unlocked, obstacles in exit passages, slippery walks outside exits, loose handrails or torn carpets, these are but a few of the negligent angles for which you must maintain a constant watch and avoid against.
10. Fire shutters in the booth have the ugly habit of refusing to work just when they are needed and statistics prove that this is true only where they are rarely or never tested. Your projectionist is only human and may postpone his testing of these shutters. It is your duty and responsibility to visit the booth at least once a week to see them tested and repaired if they fail to work to your entire satisfaction.
11. Since most theatre fires start in the projection booth it stands to reason that this part of the theatre must be watched particularly. Should there be a fire the same signal system on house lights could be put into effect so that all members of the staff will immediately understand the reason for the dark screen and the sudden turning on of the house lights.
12. A fire of minor importance in a remote part of the theatre but not known to the patrons requires smart handling by the manager and staff. Phone your alarm to your fire department cautioning them that the theatre has patrons who might be frightened by the howling of fire sirens and bells. They will cooperate because they too must avoid panic.
13. There are a hundred other angles and rules on this subject but most of them are applicable to the individual theatre and must therefore be worked out by the manager and his staff to suit their particular requirements.

Preparedness Pays

It should be remembered that while these rules are for New York City only, they may suggest a framework for panic-prevention measures at theatres everywhere. The Fire Department in most communities has its own set of rules, which might be combined with those cited here, except where a confliction might occur.

There are certain rules, however, that a theatre manager should institute in the interests of panic prevention. Consequently the following may prove of value and interest to those who, recognizing the vital importance of this subject and the necessity for being prepared against emergencies, wish to employ every efficient means developed by experience and study of preventive measures.

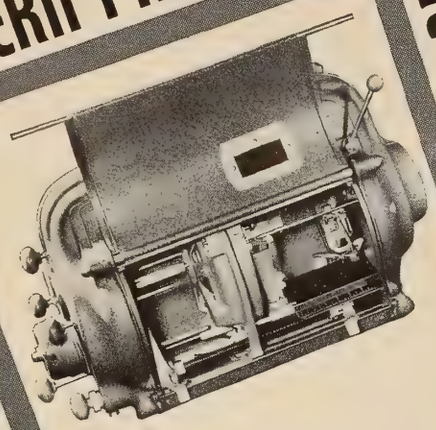
A FEW CHARTS AVAILABLE

STR has on hand a limited supply of the Fire Drill Organization charts discussed in the accompanying article. While these charts are based on regulations in force for New York City Buildings, as prescribed by the New York City Fire Department, theatremen may find such a chart helpful in arranging fire drill organization; taking care, of course, to observe the regulations set down by their local fire department. While this limited supply lasts, we will furnish a chart to any theatreman requesting it. In making this offer we must ask indulgence and understanding in the event that requests far outrun the available, very limited, supply. First come, first served.

THEATRE SAFE? SAY SO

Do you have regular fire drills in your theatre? Is every member of the staff instructed in action to be taken in case of fire? If so, you are doing a great public service, and you should find the means of acquainting people of your community with the high standards of safety obtained at your theatre. Safety can be made to pay not alone in the protection of people, but in good will. Your town fire authorities, school heads, those who are active in community affairs. Invite them in to see a drill at your theatre, have the newspaper informed on the methods you follow. Do institutional advertising and publicity regarding your behind-the-scenes organization to meet emergencies. Your efforts toward the welfare of the people who patronize your theatre and those whose property adjoins yours will have admiration and confidence in you for it.

THE DOORWAY TO MODERN PROJECTION ARC LIGHTING . . .



THE STRONG UTILITY ARC LAMP

● It is generally recognized that good projection of colored films and the prevailing dense black and white pictures is impossible in moderate sized theatres using the dim low intensity lamps. The required brilliancy and sparkling snow-white light are available only with the high intensity arc.

The Strong Utility Intermediate Capacity High Intensity Lamp projects twice as much light as is possible with any low intensity arc and at an increased combined current and carbon cost of less than 2c an hour.

Your Independent Theatre Supply Dealer will gladly demonstrate this new marvel of efficiency in your theatre without obligation.

The Strong Electric Corporation

2501 Lagrange Street, Toledo, Ohio, U.S.A.

EXPORT OFFICE:

Room 2002, 220 W. 42nd Street, New York City

●

Manager-Projectionist Cooperation Vital

Screen Results Reflect Good Teamwork Between Technical Branches of the Theatre

THE plea, "I'm not a technical man," appears to be a convenient alibi for managers and theatre owners whose attention has been brought to shortcomings in their theatres with respect to picture steadiness, screen illumination, sound quality as well as general below-par presentation. A checkup recently made shows that faulty projection in a vast majority of cases traced back to a lack of understanding and cooperation—teamwork—between the manager or owner and his technical men.

Projection is certainly a job for a technician, but the best technical man can't deliver if he does not have the proper understanding of his problems from the man who is in charge of the theatre. In connection with this condition, the situation today is somewhat similar to that which obtained when this same subject was put into the spotlight by STR through a special article written by Harry Rubin, one of the foremost projectionists and now as for years associated with Paramount as chief of projection at the company's theatres. What Rubin stressed, should be stressed again. He declared that "cooperation between the manager and the projectionist is absolutely necessary.

"Let your projectionist know you appreciate the importance of his department, and extend to him the same consideration that you expect from him," Rubin continued.

Supervise, Don't Meddle

"My experience has taught me that it is a wise manager who lets his projectionists assume full responsibility for booth operation and maintenance. A manager need not be constantly meddling in projection room affairs, but he should intelligently oversee the room's operation. A regular inspection schedule—daily or weekly—will meet this need.

"Encourage your projectionists to take their work and their responsibilities seriously, and lose no opportunity for furthering this feeling. The feeling that he is 'somebody' on the part of a projectionist is bound to result in better work. Don't hesitate to criticize poor projection work, and be just as quick to commend good work.

Let the projectionist know that you are on your toes and alive to what sort of screen results are had.

"Don't be too hasty in fixing responsibility for poor projection; the cause may lie in imperfect or worn equipment. Remember that projection is not a wholly mechanical process, but one that calls for real skill in order to produce good results. Projection equipment is among the most delicately balanced and adjusted equipment used in any industry.

"One great fault of managers is apparent should there be a break in the show. When this happens most managers either rush to the 'phone or go in person to the projection room and proceed to create a great fuss. This helps matters not at all, and actually hinders the projectionist in his work of getting the show going again. It is right and proper that the manager should know what has happened, but don't use valuable repair time in which to seek an explanation. After the show has resumed the manager can, and should, insist upon knowing the reasons for the break.

"Allow your projectionists sufficient time in which to carefully inspect the day's run, particularly on change days when a new show is delivered. Economizing on this phase of operation is senseless.

Understand His Problems

"Follow the judgment of your projectionist on matters affecting equipment or replacement parts. By giving him the equipment and parts he wants you are keeping him satisfied and, more important, definitely fixing his responsibility for results. In the purchase of equipment don't be misled by trademarks. Buy equipment *only* on the basis of performance in the projection room. See that your projectionist keeps life-records of tubes, cells and exciter lamps.

"Avoid the use of bent or otherwise defective reels. All projectors, lamps, and sound equipment should be regularly and systematically cleaned and inspected. Check on whether the proper tensions and adjustments are being maintained throughout the projection equipment. Notice whether the projection room is kept clean, as this often is the tip-off on the type of work being delivered.

"Be sure that your screen is getting the most light, evenly distributed, that your lamps are capable of delivering. Just now there are available new projection lamps which, burning the new type of carbons, give results better than those of the older lamps and, in many instances, comparable with high-intensity lamps. Investigate these lamps, which permit substantial savings in carbons and current.

"Don't retain your screen after it has outlived its usefulness. I know of no process that will restore the average screens to a state that will give good service for any length of time. A new screen is the answer to this problem.

"Don't ridicule any suggestion your projectionist may make on either new equipment or a change of equipment. In fact, make him wholly responsible for projection room results, and investigate thoroughly any proposal he may make. Let him know that you depend on him for news of new equipment, designed for either better or more economical operation. Encourage him to experiment with effects—colored titles and the like. You'll be surprised how a little color peps up your show.

"If you consider your projection and sound reproduction to be the equal or a little better than average, let your patrons know about it. This will provide an opportunity to direct attention to your progressiveness. If you have a printed program, include your projectionists' names thereon, and notice carefully their reaction to this friendly gesture.

"Economy" That Is Costly

"And now we come to that which I consider the reason for many projection defects today—the skimping on repairs and replacements, and the failure to provide a stock of spare parts. The latter really is nothing more or less than a simple insurance proposition, your guarantee that any interruption in your show—whether due to a burnt-out lamp, a blown tube, or a break in an important moving part—will be of short duration. The admission price is not really your money until you have completed your show, given value in kind for the money your patron has passed through the box-office.

"Repairs and replacements are of vital importance. I have seen many cases where the expenditure of as little as $3, refused by an economizing manager, has grown within a week or two to a complete overhaul job on the projector. The projectionist doesn't ask for repairs or the replacement of new parts just to annoy you, but because he knows that a given part is finished, has run its course against wear and time and can give only trouble in the future.

"I know of cases where so small a piece of equipment as a worn sprocket, permitted to continue running, has ultimately cost the theatres concerned thousands of dollars. Worn sprockets are synonymous with fire hazards.

"It is perfectly all right to insist upon good work; but make it possible for the projectionist to deliver quality work. Don't be a miser on repairs and replacement parts."



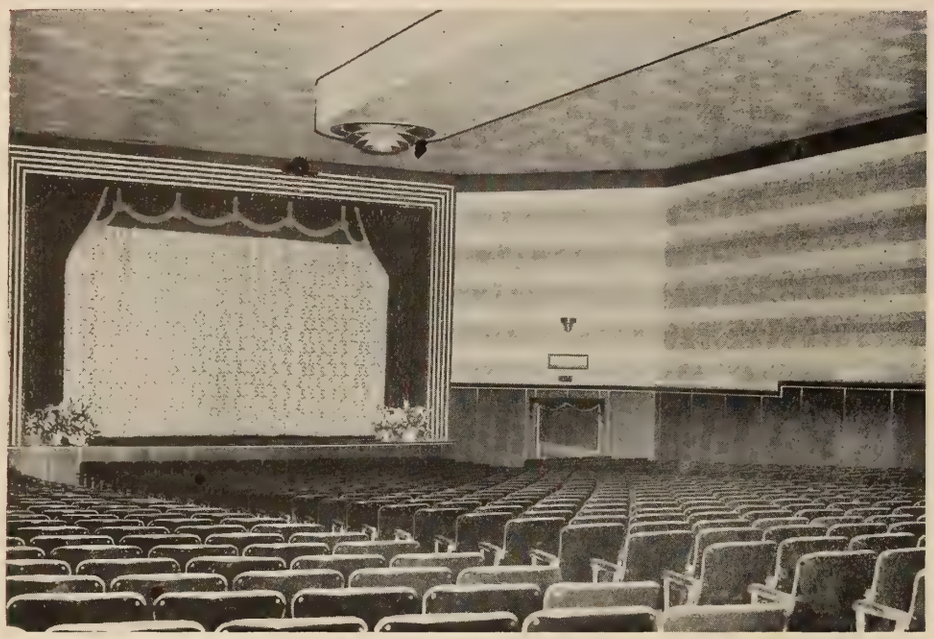
"You better check the projection booth for sound. Marlene Dietrich just fired a twelve-gun salute."

Reprinted from LIBERTY *with permission.*

MAKE PROJECTION PAY

In line with the policy of STR to awaken a lagging interest in the value to the box office of institutional advertising, we point out here and now, that projection definitely plays a part in your selling activities. Are you proud of your projection? If not, improve it. If you have reason to be proud of it, capitalize that concrete factor of service to your public by institutional selling in which projection is featured. Is your local paper interested in a good story on why movies move? If so have your projectionist explain the mechanics to a reporter. How about approaching a feature writer or the photoplay editor with an idea of doing a yarn about your projection room—a running story about the step-by-step process which brings a feature to the screen and sound to the ears of your patrons not only under a system that assures top-notch presentation at every performance, but precisely in accordance with a set time table. Let the projectionist explain the machinery to the reporter. Emphasize the quality of your presentation, projection that is, in program readers with catch-lines. Plug it in your newspaper advertising. Sell your projection and you sell tickets.

Fairlawn Theatre, Pawtucket, R. I.







The Fairlawn Theatre, Pawtucket, R. I. The auditorium, top, seats 952. Lower left and right are views of the exterior and entrance lobby.

THE simplicity which makes for efficiency in operation and maintenance—to say nothing of the extra values obtained through lower construction costs—is a distinguishing mark of the Fairlawn Theatre, Pawtucket, R. I.

Harry Fischer is the head of Fairlawn Enterprises, which built and owns the theatre. The Fairlawn is operated under lease by Strand Theatres Corporation of Boston.

The theatre, which opened last December, has a seating capacity of 952. All seats are located on the main floor. It was designed by Barber and Turoff, architects.

Air Conditioning Installed

Fireproof construction and complete air conditioning are features of the Fairlawn. The cooling system is supplied by well water from an artesian well driven to a depth of 525 feet and supplying 105 gallons of water per minute. The air conditioning system was designed and installed by Capital Engineering Co., Boston.

Standard Theatre Supply Co., of Boston, installed the booth equipment. The projectors are Simplex, with R.C.A. sound equipment and Brenkert Lamps.

From its V-type marquee—extending across the entire front—to its back wall, the Fairlawn is a typical example of the style of residential situation playhouse which is now popular throughout the country.

Suffolk Theatre Reopens After Renovation Work

The remodeled Broadway Theatre, Suffolk, Va., reopened under a new name for the colored patronage to which this unit of the Pitts-Roth Theatres caters. The new name is the Carver, in honor of George Washington Carver, great colored scientist, and was adopted after a contest in which the winner, Iva M. Reid, was awarded $10.00.

The re-naming contest was conducted under the supervision of Harry Roth, district manager of the Pitts-Roth company. The winning suggestion for the new name gave as a reason for the title the following: "Suffolk is the world's largest peanut market and our own Dr. George Washington Carver has produced 150 products from the peanut, surpassing all other scientists."

Helps Figure Focal Lengths

A chart showing how to specify lenses for correct focal length to produce any desired picture size is one of the features of a new descriptive booklet from Golde Manufacturing Co., issued in connection with the improved stereopticons being offered in 500 and 1000 Watt sizes.

Screen Reflection Lights Auditoriums

Pointing to several theatres, recently completed and nearing completion, wherein principles of design employ new ideas of visual treatment, Architect Ben Schlanger of New York declared this week that the interior of the motion picture auditorium no longer need be dark when the picture is being shown.

The design worked out by Schlanger employs reflection from the screen for illumination of the auditorium during screen presentations. Walls and ceiling surfaces are designed to reflect the screen light without causing annoying reflections into the eyes of spectators. According to Mr. Schlanger the theatres referred to prove the first successful attempts made to relieve visual fatigue caused by sitting in darkened auditoriums without resorting to costly installations and maintenance of secondary lighting. The architect states that secondary lighting is required only ten per cent of the time a picture is being projected—the screen illumination for the balance of the time being sufficient to adequately light the auditorium when new principles of reflection are employed. Either prefabricated materials or plaster grooved in accordance with principals he has worked out are used to surface auditorium wall and ceiling surfaces.

Theatres recently completed which have this method of treatment include the Westville, New Haven, Conn., and the Pix Theatre, Rockhill, S. C. Nearing completion are the Sherbrooke and St. Dennis theatres in Montreal, Canada, and a theatre in Brockway, Pa., which have been planned to employ the reflected-light method.

Equipment Developments Discussed At East Coast SMPE Meet in N. Y.

Robert O. Walker, president of Walker American Corp., demonstrated a method of chemical cleaning for the new Walker Plastic Molded screen (a process which he said was simple of execution that anybody able to read the printed directions could complete the cleaning operation within one hour); D. B. Clark and G. Laube of 20th Century-Fox, described the new camera developed at their company's studio, and D. Y. Bradshaw, of "The March of Time," discussed sound recording by means of a new portable equipment, at the meeting December 18th in New York of the Atlantic Coast section of the SMPE.

Walker said the cleaning method employs a chemical compound made available exclusively for the Walker Plastic Molded Screen. The compound will be sold through National Theatre Supply stores. The claim is made that the PM screen can be maintained at 98 per cent of efficiency by means of regular cleaning with the new material.

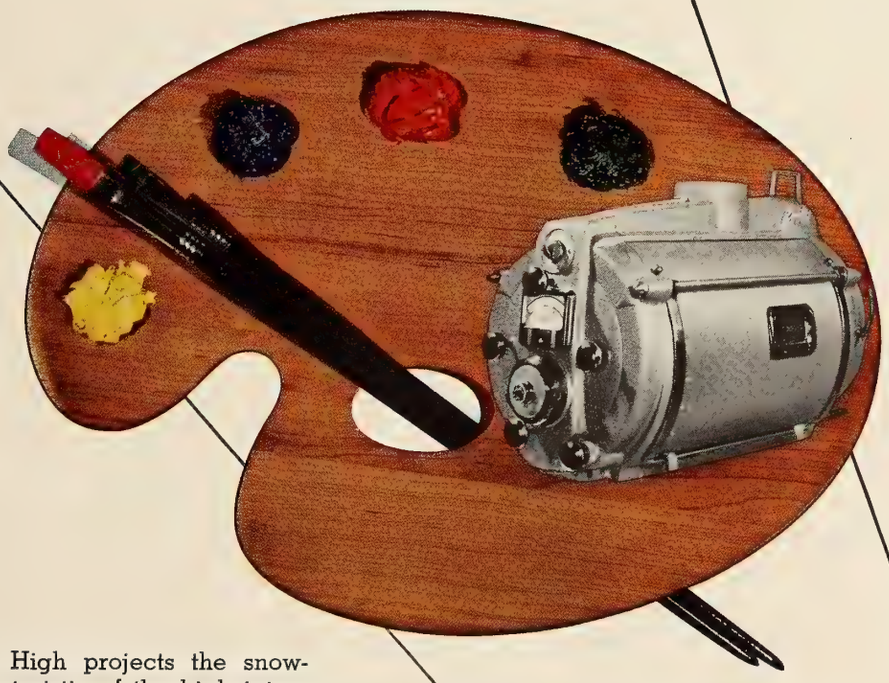
Reel Features Conditioning

Carrier Corporation staged the premiere of a new industrial reel describing air conditioning in New York last week. Many of the ideas which attracted special public attention to air conditioning at the Carrier Igloo at the World's Fair in New York enliven the reel made on 16 mm film—including the goldfish which swim in a tank of water "wrung" from air by the Carrier dehumidifier apparatus.



ONLY THROUGH THIS MEDIUM

CAN YOU REPRODUCE COLORED PICTURES SATISFACTORILY



The Simplex High projects the snow-white light characteristic of the high intensity arc which is so necessary to the projection of colored pictures.

This low cost, high intensity, direct current projection arc of intermediate capacity has been designed especially for theatres of up to 800 seats and using screens as large as 18 feet in width, heretofore restricted to the use of low intensity lamps, with their dim yellow light, because the operating, if not the original cost of the earlier high intensities has been prohibitive.

Although the Simplex High projects twice as much light as the low intensity, the over-all operating costs are only slightly higher.

The New 19000 Series

Simplex HIGH

PROJECTION ARC LAMP

Distributed by

NATIONAL THEATRE SUPPLY CO.

"There's a Branch Near You"



*Color Photographs by James T. Strong

There's a National Rectifier to Fill Every Need



National

FOUR-TUBE RECTIFIER FOR HIGH INTENSITY PROJECTION ARCS

The most efficient, low-priced means of converting three-phase alternating current to direct current for use as a power supply to the Magnarc lamp. This rectifier is built in two capacities, adjustable 45 to 50 amperes and 45 to 65 amperes.

National

COPPER OXIDE RECTIFIER

A full metallic, heavy duty equipment which has been designed for converting three-phase alternating current to direct current as a power supply for Magnarc high intensity projection arc lamps.

Maintenance or attention is unnecessary. There are no moving parts nor physical changes in the rectifying process, since rectification is simply by molecular action.



National

SIX-TUBE HEAVY DUTY RECTIFIER

has been designed as a companion to the Magnarc lamp, wherever the lamp is to be used at high currents.

This rectifier employs six 15-ampere Tungar-type tubes, connected for full wave rectification on three-phase current which results in an overlapping in impulses sufficient to produce an exceptionally smooth output current.

National

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NATIONAL THEATRE SUPPLY COMPANY

"There's a Branch Near You"

Courting the Law

By Herman N. Rabinowitz, LL.B.
Member of the New York Bar

Loose Coal Hole Cover Brings Suit for Damages; Court Finds Theatre Liable for Holes in Carpets; Guard Rail Held Not Necessary on Balcony Stairway.

A LOOSE coal-hole cover into which a pedestrian slipped cost the Dixie Theatre in Rochester considerable in damages recently. Both the owner of the building, the Dixie Theatres Corporation, and the lessee of the theatre, the Rochester State Corporation, were found liable by the Court.

On leaving the theatre, the plaintiff stepped on the cover without paying any particular attention to it. It turned so that her foot and leg went through the hole practically its entire length. She was quite seriously injured.

It was the contention of the plaintiff that the defendants had created and maintained a nuisance, in that they permitted a hole in the sidewalk to remain unsecurely covered. It was brought out at the trial that the cover was wholly unfastened, although there are secure fastenings for such covers in common use.

The City Court of Rochester, in awarding judgment to the plaintiff, stated that both the owner and the lessee of the theatre were liable to the pedestrian. The hole as maintained, constituted a public nuisance. There was no evidence submitted as to who constructed the hole or how long the owner had owned the premises before leasing them. The lessee had been in exclusive possession for five years.

The court finally held that both the landlord and lessee had failed to explain the nuisance and their freedom of responsibility.

Guard Rails Unnecessary

Does the absence of a guard rail or some other adequate protection on the sides of the aisle leading from the top of the stairs down to the loge section of the balcony bring liability to theatre for injuries received through a fall?

This question was recently answered in the negative in a decision of the Court of Civil Appeals of Texas (Beaumont).

While walking down the balcony steps at Loew's State Theatre in Houston, Texas, in the darkened house, a woman saw a seat in the loge section of the theater. Her testimony at the trial disclosed that she knew there was no rail guard along the balcony steps and that she didn't look for one. On entering the loge section, she attempted to sit down in a loge chair, but was thrown to the floor when the chair moved from its place.

The complaint, which alleged various grounds of negligence, included charges that the defendant failed to furnish a guard rail on the sides of the aisle, and permitted a movable chair to remain in the loge section of the theatre.

The appeal court in affirming judgment for the defendant, overruled plaintiff's contentions. "There was no evidence that such a guard rail or protection was usually installed in theatres as a part of the general construction. Under the evidence, it would seem that a guard rail would have destroyed the use of the seat appellants were seeking. With a guard rail, how would a patron of the theatre have stepped from the aisle into the seats on the side of the aisle? Certainly there was no evidence that the defendant, in constructing its theatre, departed from the usual method of construction in this respect."

As to the question of the movable chair in the loge section, the Court held that such fact was not concealed from the plaintiff. "It was openly visible to the public using these chairs that they were movable."

Hole In Stair Carpet

A daily check of carpets on floors and stairs has been often urged by this department. Holes may suddenly appear and someone may be injured. A recent case in Kansas proves the liability of the theatre operator for maintaining a careful watch on the carpet.

A woman had caught her heel in a hole in the carpet on the balcony stairway causing her to fall and sustain injuries. So she brought suit against the Granada Theatre, operated by the Fox Kansas Theatre Company.

The defendant among other things, claimed that the plaintiff was guilty of contributory negligence in that she did not use due care for her own safety. As the lights were insufficient and as no usher was present, it was contended that the plaintiff should have waited.

After a trial which was prolonged to fourteen days, the jury brought out a verdict fixing liability on the theatre owner.

The defendant appealed to the Supreme Court of Kansas which issued its opinion affirming the lower court decision. It stated that the question of contributory negligence of the plaintiff had been decided by the jury in her favor. They were the arbiters of the facts, and had found the defendant theatre company liable.

Signs of Expected Shortages Mounting

With "boom" stories hitting the front pages of newspapers in nearly all sections of the country, there is little wonder in film circles that theatre attendance is on the upswing in the majority of industrial center situations. Theatremen are moving in on the improvement in general economic situations—and there are no complaints on that score. However, there is another side to the picture, and that is one which many theatremen and equipment manufacturers have been discussing for some time.

The "other side" is to be found reflected in many of the newspaper boom stories. Here is a typical quotation from one of these stories: "Building prospects for the new year yesterday indicated a shortage of skilled help in a number of trades, because of the national defense program. So long as the federal government continues to place defense orders in this area, the available supply of employable skilled labor will continue to decrease."

The implications are at once apparent, particularly to readers of this paper—which has pointed out for some time the impending possible effects on theatre equipment prices and deliveries of the mounting demand for skilled labor and factory facilities by the defense program.

Concrete evidence that theatremen cannot expect to find prices for equipment other than at higher levels in the future, is to be had in the announcement of new lines of equipment recently introduced by leading manufacturers. In one particular line, prices of some models remain the same but where there are changes, all revisions are upwards.



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Some folks may enjoy carrying around in their own heads all the worries of the world. Not so, smart showmen. Worries that can be delegated, they delegate—to people willing and able to take responsibility. To keep projection room equipment in the pink of condition, they know they need engineers, so they take Altec service—sound service and booth parts service. Take this time-tested way to relax: save all your energies for the prime job of showmanship. Change to Altec.

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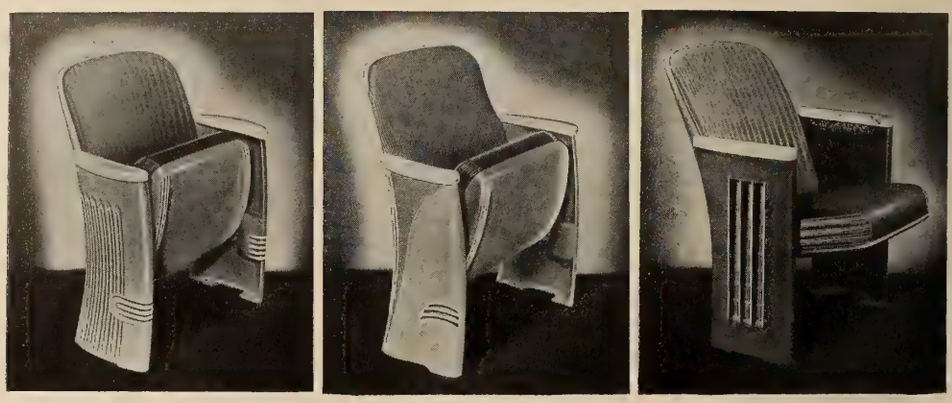
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SHOWMEN'S TRADE REVIEW

1501 Broadway, New York City

Radical Advances In New Chairs



American Seating Company introduces new comfort and styling in the 1941 model theatre chairs illustrated above. Models shown are: American Bodiform, the Commodore, and Zephyr, a lower-cost unit featuring as do the other two models the new seat construction and the "Feather Foam Front."

A combination of new materials and research has resulted in a wholly new standard of comfort, styling and economy of maintenance in theatre chairs. American Seating Company has introduced a new line of theatre chairs which go further than mere refinement of the superior seating units this pioneer company brought to a point of efficiency which was regarded as near to perfection when the Bodiform chair was put on the market a couple of years ago.

One of the outstanding features of the 1941 models which American is now demonstrating is the construction of the seat front, in which no steel wires, rolled or packed stuffing is used across the front edge. Construction combines steel springs and foamed latex in an entirely new manner developed by American engineers. Streamlined design, space saving, simplified methods of attaching upholstery and strengthened construction are among other extensive changes which make the 1941 models revolutionary contributions to more efficient theatre seating.

SELLING COMFORT

Theatre equipment is something that is the theatre's own. If the picture this week isn't as good as you'd like it to be, the comfort you offer patrons with your new or well-maintained chairs is. There's more comfort in the average good theatre chair than in most household furniture. The manufacturer of the chairs in your theatre has material which can be used in program advertising or newspaper publicity—use it. Make chairs a factor in your institutional selling. If you are installing new chairs, by all means put on a "preview." Have one or more of the new models on display in your lobby before installation is made. Invite people to test the chairs you are buying. Have an usher or attendant on hand to tell those interested all about how the chairs are constructed, the name of the upholstery material, name for the shade or color of the upholstery. If you are installing the new American chairs, you have a swell selling line, for teasers or display ads in lobby, program or newspaper. That word "popliteal" has advertising "oomph."

Anatomy—In One Easy Lesson; Learn Location Of Popliteal

On the right is a graphic (very easy on the eyes, too) illustration of precisely where a person's popliteals are located. This is strictly an anatomy lesson, very important for showmen to be informed on, so try not to forget about the popliteal and where it is located, because it's very important insofar as it will enable you to tell patrons who compliment you on how their feet don't go to sleep when they come to your theatre—why they are so comfortable—provided, of course, you have provided them with seats that take a load off a person's popliteal.



Circle marks location of model's popliteal.

Air Conditioning Has Birthday; 30 Years Old

The thirtieth anniversary of Dr. Willis H. Carrier's famed psychometric chart, which has been used as the basis of all air conditioning problems, marks the publication of a new work on air conditioning in which Dr. Carrier presents an up-to-date revision of the chart.

The book, titled "Modern Air Conditioning, Heating and Ventilating" is authored by Dr. Carrier, Realto E. Cherne and Walter A. Grant, all of the Carrier Corporation, and was published recently by the Pitman Publishing Company.

The psychometric chart is based on formulae worked out by Dr. Carrier and first presented in 1911. The work won Carrier the name by which he is known to engineers as "the father of air conditioning." The formulae made it possible to apply an exact method of calculating both the wet-bulb temperature and the dew point of air having any given dry-bulb temperature and any given humidity. From such calculations the design of conditioning for specific needs was developed first for industrial uses and later to comfort conditioning—the popularization of the latter being due entirely to installations of air conditioning in motion picture theatres.

Green Will Preside At National Theatre Meet

The annual meeting of the twenty-nine branch managers of the National Theatre Supply Company will be held in New York at the Belmont Plaza Hotel from February 9th to 14th.



Walter E. Green

All the company managers, the officers of the company and the general office sales promotion personnel will gather with the manufacturers of the most important products distributed by National Theatre Supply Company and participate in a week of round-table discussions.

Walter E. Green, President of National, will act as Chairman of the meeting and Oscar S. Oldknow, Vice-President of the company will act as vice-chairman. The meeting will cover discussions of theatre-servicing and detailed description of product improvements by factory engineers, as well as selling policies. Reports from all territories on present theatre needs, as in the case of past conventions of National's sales forces, may be expected to reflect in the gearing of equipment manufacturing processes and policies to meet theatre equipment requirements. Manufacturers will participate at the meet.



Oscar S. Oldknow

Among the products whose manufacturers will be present at this sales meeting are: Simplex Projectors and Sound, Walker Screens, Hertner Generators, Simplex High Lamps, Peerless Magnarc Lamps, Bausch and Lomb Lenses, G. E. Lamps, National Comfort Cooling Equipment, Wagner Signs, Rowe Candy Merchandisers, Irwin Chairs, Alexander Smith Carpet, Sealuxe Lobby Frames and National Carbons.

Community Asks Owners To Improve Local Theatre

Perturbed at the lack of attendance at the Victoria Theatre, the Commercial Club of Jersey Shore, Penna., recently appointed a committee to ask the Comerford Circuit, owners of the house, to correct conditions which the club members believed responsible for the poor attendance.

It was conceded that the programs booked at the Victoria were comparable to theatres in communities of a much larger population, but the Commercial Club contended that the failure of the theatre's owners to improve accommodations at the house was responsible for many residents seeking their entertainment in other nearby towns, a fact that was reflected in other businesses in Jersey Shore.

Equipment Ready for New Sound

Methods of adapting existing Motiograph-Mirrophonic sound projector installations to the new "third dimensional" sound have been worked out by engineers of Motiograph, Inc., according to a bulletin issued to supply dealers.



A former night club converted to a theatre, is the Log Cabin Theatre, Oklahoma City, Okla., and ballyhooed by Chester Humphrey and Manager Jimmie Adams as "The Most Unique Theatre in the U. S."

'Most Unique Theatre In The U. S.'

A FORMER night club which catered to Oklahoma City's devotees of swing has become "the most unique theatre in the U. S." The latter designation has the full flavor of a true showman's love for, and shrewd appreciation as to the public appeal of the superlative. It is the "subtitle," so to say, which Chester S. Humphrey has given his Log Cabin Theatre, northwest of Oklahoma City, on U. S. Highway 66.

Humphrey opened the Log Cabin as a motion picture theatre last November, but he is no newcomer to picture theatre showmanship. He also owns and operates the Ritz in Britton, and Pix, Wewoka, Okla. The Log Cabin, which is managed by Jimmie Adams, formerly with Standard Theatres, offers patrons many attractive diversions, with, of course, pictures as the chief attraction. There is, for example, a midget merry-go-round and the "smallest ferris wheel in the world" (the latter designation being, also, Humphrey's)—all rides 10 cents. There is parking space for 800 cars (on rainy evenings patrons can drive up to the rear entrance under an arbor and have attendants park their cars and return them after the show). There is a free check room, a complete soda fountain and restaurant service.

The Log Cabin is of solid log construction, with knotty pine ceilings, wagon wheel chandeliers, rustic decorations. The former night club's dance room of 45 ft. x 100 ft. and adjoining bar, about 40 ft. x 50 ft., were converted into an auditorium and lobby, with fountain-grille installed at one end of the lobby. To convert the large room into an auditorium, the hard wood dance floor and subflooring were removed and excavation made to get slope for the theatre seats. Solid concrete floor was poured. The band shell was utilized by glassing in the front, placing arm type occasional chairs therein and making this the "cry-room."

There are 450 seats, Ideal Seating Company product, with 18 rocking-chair type seats at the rear.

The projection equipment is Motiograph projectors, Mirrorphonic sound and Cyclex lamps.

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The Bulletin Board

New Theatre Construction

Wichita, Kan.—Howard E. Jameyson, vice-president and district manager for Fox-Miller Amusement Co., owner and operator of five theatres in Wichita, announced here the completion of plans for erection of a California-Monterey type theatre on a five and one-half acre tract at Lincoln Street and George Washington Boulevard. The site is in a section being developed as a residential community.

Gulfport, Miss.—The local American Legion post has formed a company to equip and operate a motion picture theatre as a community project here. The plan calls for a capital stock of $10,000 with preferred stock in the form of 3 per cent preferred and the post to own all the common stock. The company has an option on the old First National Bank building.

Monticello, N. Y.—Plans have been made to build a theatre with a seating capacity of 1,100 on the site of the Chester A. Osborn block recently vacated as a car agency.

Brighton, N. Y.—Emil Muller, contractor, has filed plans for a $200,000 store and theatre project at the Twelve Corners area of Monroe Avenue. At the same time tentative plans for a picture theatre and bowling hall project further east on Monroe Avenue were filed by Walter N. Agnew, of Manse Builders, Inc.

Homewood, Ala.—Waters Theatre Co., headed by N. H. Waters, is building a theatre with a seating capacity of 750 persons here. The company operates 12 neighborhood theatres in the Birmingham district. The new theatre is being built on the site of an abandoned movie house and a lot adjacent to it.

Mt. Clemens, Mich.—Construction of a new theatre and business block at the corner of North Gratiot and Clinton Street will be under way in the late spring, the Bijou Amusement Co. announces. The plans call for an auditorium 150 feet by 76 feet, with a seating capacity of 1,100 to 1,200.

Ann Arbor, Mich.—W. S. Butterfield Theatres will operate the new theatre being built on State Street here, on a site formerly occupied by six stores and an apartment building.

Greenwood, Miss.—Frank Bishop and Ben Ward of Ellisville are operators of a new theatre built from plans by R. J. Moor, architect. The building will be of fireproof construction with a metal front. Seating capacity, 400.

Baton Rouge, La.—Columbia Theatres, Inc., is the builder of a new theatre here. Plans are by Robert H. Goodman, Architect.

Gretna, La.—Berenson's Theatres, New Orleans, is erecting a theatre on Huey P. Long Avenue. Seating capacity is to be 1,000, and the theatre is to be completely air conditioned.

Baltimore, Md.—A one-story theatre is being built on West Franklin Ave., for Fremont Amusement Co.

Sheffield, Ala.—A theatre to cost $60,000 with a seating capacity of 1,000 is being built here from plans by H. A. Griffith, architect of Sheffield, with Marr and Holman, Nashville, Tenn., associate architects.

Valdosta, Ga.—B. N. McEachren has the building contract for a theatre being erected here for Martin Theatres, of Columbus.

Fayetteville, N. C.—Contract for the building of a theatre on Hay Street to be operated by North Carolina Theatres, Inc., was awarded to R. K. Stewart and Sons. The theatre will have a seating capacity of 1,100.

Ft. Lauderdale, Fla.—A theatre to cost $25,000 is being built here for E. R. Bennett, Courthouse, from plans by G. Sherman Childs, Lake Worth architect.

Oak Cliff, Tex.—Robb and Rowley United, Inc., of Dallas are building a suburban theatre in the Stevens Park area here. The house is to cost $10,000 and have a seating capacity of 1,300.

Terrell, Tex.—Leaman Marshall of the Lyric Theatre is rebuilding the structure which was damaged by fire.

Augusta, Ga.—H. B. Ram and S. and J. Bogg of the Lakeview Theatre have plans for a new theatre to be erected here.

Fort Huachuca, Ariz.—Fred Whitton and Paul Wolfe are building a theatre in this rapidly-growing section. The structure will be of reinforced concrete and will cost $25,000 to complete.

Albany, N. Y.—General contract for the building of a new theatre at 290 Delaware Ave., by Warner Brothers Management Co., has been awarded to A. Panzieri, Inc., Albany. The theatre is to be built at a cost estimated at $40,000.

Bridgeport, Conn.—The theatre and store building which Louis Seidman of New York is building at Park Avenue and Pequonnock Street is to be named The Wheeler Theatre, in honor of the family of Nathaniel Wheeler which owned the property for nearly 100 years, it was announced by Loren Delbridge. Largest store unit in the new project has been leased to First National Stores, Inc., Delbridge said.

Oakley, O.—An $80,000 suburban theatre is being built here on a site at Madison Road. F and Y Service Company, Columbus, designed and is constructing the building.

Spartanburg, S. C.—An April opening has been set for the new Palmetto Theatre being built here by the Carolina Amusement Co. It will be Spartanburg's fourth major movie house and is being built on the corner of East Main and North Liberty Streets. The Palmetto will have a seating capacity of 850.

Concord, Mass.—This town is to have a motion picture theatre, finally. Property at the rear of the Middlesex Institution for Savings has been sold to a Boston theatre firm for the erection of a theatre which was made possible by vote at a special town meeting last fall to rezone the area to permit the theatre.

Rockford, Ill.—A theatre, to be of glass brick, stainless steel and terra cotta exterior finish, is to be built here by the Auburn Amusement Co., from plans by Paul Lewin, Chicago architect.

East Hartford, Conn.—The Sycamore Corporation of America, owners of the land at the southeast corner of Main and Bissell

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Streets, have leased the theatre the company is building from plans by John and Drew Eberson to Joseph Quittner of New York and Peter Perakos of New Britain. The theatre is scheduled to be completed about July 1.

Lebanon, Mo.—F. L. Lowe of Sterling, Kan., operator of the Star Theatre there with his partner W. A. Snell, is building a theatre here at North Jefferson Ave. The plans call for an auditorium seating 500.

Bedford, O.—A new 1000-seat theatre will be built in Bedford early this spring by Mrs. L. B. Stillwell, operator of the Bedford Theatre. The new building, which also will have two stores, will be located on Broadway, near Harrison Street, on the edge of the business district.

The modern-type building was planned by Paul Matzinger, architect, and will cost about $65,000.

Lakeview, Mich.—Construction of a new theatre here will be started soon by W. S. Butterfield Theatres, Inc., it was announced recently.

Corsicana, Texas—Construction of a fourth moving picture theatre started recently in addition to extensive renovation work now under way at the Palace Theatre partially destroyed by fire, it was announced by Terry McCary, city manager for Texas Consolidated Theatres, Inc.

Lincolnton, N. C.—A. E. Miller, owner and manager of the Rivoli-Grand theatres in Lincolnton, has announced his plans and specifications for the new "Century" theatre, work on which was begun last month. There will be a main floor and a balcony with a seating capacity of about 750.

Los Angeles—Construction work on a new theatre was under way this month in the Wyvernwood apartment home district on East Olympic Boulevard.

The playhouse is being built for J. Y. Berman, leading motion picture theatre operator in Los Angeles, by Myers Bros., general building contractors. It will have a seating capacity of 850.

Milledgeville, Ga.—Actual construction work has been started on a new theatre here by R. E. Martin, Columbus theatre magnate. The house will have a seating capacity of approximately 900.

Philadelphia—Plans are being prepared by David Supowitz for a theatre and store operation, proposed for construction on the site bounded by Frankford Ave., Passmore, Elbridge and Charles Sts., a property acquired recently by Melvin J. Fox from Mary H. Pratt.

Dayton, O.—It has been reported that a new $45,000 theatre seating 800 persons will rise soon at 115-117 Sixth Avenue, Dayton.

It was said that the proposed new theatre will be operated by the same persons who at the present time operate the Liberty Theatre, 510 Berry Street, Dayton. Woodrow Bressler is the manager of the Liberty.



Celebrating Altec's Third Birthday

Altec Service Corporation is now launched upon the company's fourth year. Altec Pioneers, in group above, lunched in celebration of the third birthday of the organization whose engineers service sound installations in theatres throughout the country. The Altec Pioneers, all associated with the company since its inception, seen above are (reading from right): L. W. Conrow, president, A. J. Rademacher, F. C. Dickely, Bert Sanford, Don L. Turner, G. L. Carrington, vice-president and general manager, E. Z. Walters, Harry M. Bessey, secretary-treasurer, Stanley Hand, and Harold Wengler.

Renovations, Openings

Reading, Pa.—Active management and direction of the Astor, Strand and San Toy Theatres here will be taken over May 1 by Harry J. Schad, owner of the three houses, at which time the ten year leases now held by the Warner Circuit expire. Schad said he would spend $75,000 on the three theatres including new seats, marquees, carpets, lighting and interior decorating and that the San Toy Theatre, now closed, would be reopened.

Spartanburg, S. C.—A Coca Cola bottling plant in this city will be remodeled for use as a Negro Theatre at a cost of $12,000.

Bluefields, W. Va.—John Powell, manager of the Matoaka Theatre here, which was recently destroyed by fire, announced that he would rebuild it.

New Orleans, La.—Contract for an addition to the theatre at Felicity and LaSalle Sts. here has been awarded to William Wallace by the Iberville Amusement Co.

Terrell, Tex.—Corgan and Moore, Dallas theatre architects, have drawn the plans for the renovation of the Lyric Theatre of which Leeman Marshall is the owner.

Little Rock, Ark.—Permit for the remodeling of the Crescent Theatre here at a cost of $6,000 has been granted.

Fire Losses

Greenville, Tex.—The Rialto Theatre suffered heavy damage recently in a fire which swept through four buildings in the downtown section.

Elba, Ala.—Fire which started in the heating system caused considerable damage last month to the Elba Theatre.

St. Elmo, Ill.—Fire starting in the projection booth caused considerable damage to the St. Elmo Theatre recently.

Norton, Va.—The new Norton Theatre, rebuilt last summer at a cost of between $50,000 and $60,000 was destroyed by fire recently. The blaze is believed to have started in an air duct in the theatre.

Corsicana, Tex.—The Palace Theatre was damaged by fire to the extent of $6,000 last month.

Ayden, N. C.—The Princess Theatre here was gutted by fire about two weeks ago. A short circuit is believed to be responsible for the blaze. The loss is estimated at $25,000.



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Executive Order Stresses Need for Systematic Housekeeping

TOPPING the list of "must for managers" issued by a circuit executive who recently completed a tour of his company's theatres, were the headlines: "Dead Spots," "Floors," "Draperies." The inspection tour primarily was for the purpose of checking up on other matters—particularly exploitation and advertising. It is significant, therefore, that the less exciting matter of theatre cleanliness took precedence over additional "musts" concerning display and publicity. But the supervisor had seen for himself the need for eternal vigilance in the "housekeeping" department, both as a matter of public appeal and economy in longer wear for furnishings and decoration.

The "department of the interior," as the housekeeping department has been called, is one which often becomes lax—not through any fault of carelessness or disinterest on the part of managers or owners, but possibly through the very fact that in comparison with the more exciting preoccupations of exploitation and presentation, the janitorial work seems too matter of fact for other than routine attention.

To say that the two essentials from a managerial standpoint are: standardization of methods and cleaning routine, and proper cleaning tools, is to repeat what has been said so many times. Nevertheless, the evidence is all that when the cleaning job shows laxity in harmful results of grimy floors, walls and draperies—with the attendant smell of dust and patron discomfort—the cause is found to be a slipping of care in the two essentials of standardization and equipment.

The greatest boon to housekeeping, whether in the home, public building or factory, was the development of efficient vacuum cleaners. Possibly in no one application has the vacuum cleaner been given so much effective attention as those which are available for theatres and similar public buildings. Special attachments, designed purposely for the job of cleaning all the out-of-the-way places in the theatre enable the cleaning department to do a big and tricky job efficiently in a minimum length of time.

Special Tools Available

The portable vacuum cleaner necessary in theatre work can be had from manufacturers who have given special attention to theatre requirements. There are cleaners which come with attachments for cleaning the screen, as well as carpets, under seats, draperies, walls and ceilings, the organ pipes and even the furnace. And for those "dead spots," mentioned above, there is a cleaning tool equipped with an incandescent lamp which lights up the corners and crannies which are too dark most of the time to be noticed and therefore often become little more than grime pockets. This machine, with its powerful suction, is easily portable, of light weight for carrying from one place to another and for cleaning stairways.

Painted wall surfaces as well as draperies soon become dull and dingy, which condition makes what was supposed to be an asset, a sheer liability. Carpets, of course, constitute one of the most necessary and most costly investments in theatre furnishing. Carpets can be made to continue their contribution to the beauty of the theatre, the comfort they afford, and pay out their investment via long wear only if they are properly maintained by systematic cleaning.

Every carpet manufacturer urges daily vacuum cleaning—with a good, efficient, dust and grime removing cleaner. It is claimed, on the record of years of experience and investigation of complaints, that charges that carpets have faded or failed to give satisfactory wear, are in seventy-five per cent of such cases from theatres which have not properly maintained the carpets by effective cleaning methods.

Without an efficient vacuum cleaner, the effects of normal carpet shedding or fluffing of new carpet is exaggerated. The short fibers which come lose and cause fluffling, can be removed only by a good vacuum, and if they are not removed the condition of the carpet deteriorates. Also, the vacuum cleaner will reduce the effects from soil in changing or altering the color of the carpet surface. The crushing down of the pile of carpets is a natural effect of wear. However, grime and grit in the carpet will make the crushing more noticeable and objectionable, because when soiling has not been reduced to a minimum by daily vacuuming the differences in shade of the surfaces are emphasized. These effects often bring claims that the carpet has faded. Inside a theatre there is rarely any real fading, because strong sunlight rarely reaches the carpet in a theatre, and sunlight is the chief cause of fading. The "fading" often complained of, is actually grime and soil from particles of dust, dirt or soot which has been allowed to remain in the pile.

A flashlight tour of the entire plant, made at frequent intervals, is the managerial job which every theatreman in charge of a house should not neglect.



Lighting the way! Vacuum cleaners designed specially for theatres have lights to guide operator in reaching dark places under seats. Photo courtesy of National Super Service Company.



Machine Collects Coins, Sells Drinks

Refrigerated coin-operated beverage venders are adding to the service for patrons which bring added profits for theatres. Above, the Coca-Cola vender in the Oriental Theatre, Chicago. The Oriental also has a candy counter.

Supply Dealers Meet In Chicago, Feb. 8

Independent theatre equipment dealers will gather in Chicago for the first convention of the Theatre Equipment Dealers Protective Association to be held at the Congress Hotel, Feb. 8th, 9th and 10th.

The organization was formed at a meeting in Chicago last fall, at which time H. W. Graham, of Graham Bros., Denver, Colo., was named secretary. Complete details of the forthcoming Chicago meet have been organized by Mr. Graham.

The movement to organize has gained considerable impetus since the initiation of the present organization last fall, and dealers from all sections have signified their intention to attend.

A program of matters to be discussed by the dealers has been prepared and these subjects as well as others introduced by dealers gathering in Chicago will be threshed out on the floor at the various sessions arranged for the three-day convention.

B. S. Moss Building Two New Theatres in New York

Plans for a new theatre and commercial development covering the full block front in Jackson Heights, Long Island, have been announced by B. S. Moss, a pioneer in the theatre field.

This new project will cover an area of 35,000 square feet, and will contain a 2,000 seat theatre. The remainder of the plots will be improved with modern business buildings. Architects for the new project are Jardine, Murdock and Wright, William Wright, Successor. The same architects also filed plans for the erection of a 2,000 seat theatre on the site recently acquired by the Moss interests on the corner of Continental Ave. and Austin St., Forest Hills, L. I.

Ben Schlanger, theatre architect, has been commissioned to design the theatre work on the two projects.

STR EQUIPMENT LITERATURE BUREAU

RUBBER MATTING: Come rain or shine, the lobby with the proper matting installation proclaims a theatre run with a view to the right notions of comfort and "housekeeping." Those mats out front will keep literally tons of dirt outside the theatre during the course of a year. Moreover, they will reduce the disturbing sounds of scraping feet and clumping of heavy heels on the terrazo or stone flooring at the entrance. Gay colors in harmonious designs are available in mats specially designed for theatre uses, and it will pay theatremen to have a look at the latest matting material made by one of the leading manufacturers. Thus we offer an instructive, illustrated folder on rubber matting issued by the American Mat Company to all interested showmen. Send for one.

CANDY VENDORS: Machines that turn out nickels (all perfectly legal, too) provide the means of using certain empty corners in lobbies, lounges and rest rooms for profits which many theatremen are counting to their delight and the welfare of their bank accounts. There's a folder on the new candy vendors which National Theatre Supply is selling which we know you will want for a preview of the Rowe Vendor before making a trip to your nearest National store to see the machines and find out how you can accommodate your patrons with desired confections while adding big profits to your business. A copy will be sent promptly upon request.

VACUUM CLEANERS: We've never heard anybody complain that a theatre, any theatre, was too clean—which goes to show how much is demanded of the theatre in respect to its state of cleanliness. That fact alone stresses sufficiently the need for proper cleaning methods and proper cleaning equipment. The surest way to efficiency in proper cleaning is, first: supply the janitorial staff with the right equipment; second, set up a regular routine to be followed faithfully. So far as the equipment is concerned, a good vacuum cleaner is an absolute essential. In order to get a new perspective on the subject of how much work can be eliminated, how much equipment can be made to last longer as a result of proper and frequent cleaning, theatremen would do well to obtain a copy of a very practical paper on the vacuum cleaner manufactured by National Super Service Company. The National machine has been particularly adapted to theatre uses. It is described and illustrated in a folder we shall be glad to send to theatremen requesting this important piece of trade literature.

PROJECTION LAMPS: In its field, no organization has specialized with more outstanding results than the Strong Electric Company, manufacturer of projection lamps. The light source for projection is a vitally important factor in picture presentation and in showmanship itself; and no manager, much less no projectionist, should pass up the opportunity to gain all possible knowledge of projection lamps. There is no more practical and rapid way to inform yourself on that matter than by obtaining a booklet published by Strong. Send for yours now.

FOAM RUBBER CUSHIONS: The very newest, most improved from every standpoint of durability, comfort and cleanliness, is the foam rubber theatre seat cushioning. A degree of luxury seating that surpasses anything yet accomplished has been achieved by American Seating Company by a new construction of foam rubber over spring-arch cushioning. The new development is described in a folder that belongs in the file of well-run theatre organization. No theatre man is informed on the latest in seating equipment who is without knowledge of this new type of patron comfort, so we recommend you send in now for a copy of this folder.

PROJECTOR MECHANISMS: Even the non-mechanical minded can get a very clear picture of the projector mechanism from this profusely illustrated story and description of just what a mechanism is and what makes it "tick." The book was published by International Projector Corp., and illustrates and describes the Simplex mechanism. If you want to familiarize yourself with mechanisms, freshen up your grasp of them, or be ready to make the right decision when some question comes up regarding repairs or replacements to your projectors, this booklet is just what the doctor ordered, for study and future reference.

SEAMLOC CARPETS: Widely used to excellent effect in many of the most attractive theatres around the country. Still, there are even more theatremen who should become acquainted with the effects possible with Seamloc for carpeting foyers, mezzanines and rear orchestra floors. We have a folder published by the L. C. Chase Co., which will give you many suggestions and perhaps help you generate some ideas of your own that will fit into your situation most happily. Send for one.

PROJECTION LENSES: The very eye of the whole projection system is the lens, and yet there appears to be too little attention given the all-important "objective" which is so important. We suggest that you start now to look into what the market affords in the best lens equipment, which you can do very simply by sending for a folder we have for you concerning the Ilex Optical Company lenses which have been chosen for projection equipment in some of America's finest theatres.

SHOWMEN'S TRADE REVIEW maintains a complete library of literature pertaining to theatre equipment and the maintenance thereof. Theatremen are urged to use this service to keep well informed on new equipment, improved equipment and methods of maintaining the showhouse in an efficient and economical manner. There is absolutely no obligation involved in your request for the booklets described. Information on equipment not listed likewise may be requested and we will endeavor to obtain for all theatremen the desired material. In requesting literature, other information of this Bureau, please write name, name of theatre, and address plainly. Our only request is that the name of the theatre as well as street address appear on blanks or letters.

LIGHTING FIXTURES: There's many an auditorium or lobby, or rest room, that can be smartened up greatly by the mere installation of the right lighting fixture—for there's a fixture for every purpose of decorative and utility lighting. A booklet published by the Voight Company illustrates a wide range of attractive fixtures capable of putting more eye-appeal in any type of theatre.

SOUND PROJECTORS: The machine and related equipment that puts on the picture show is detailed and illustrated by photographs in an excellent book which has been issued by Motiograph. It describes the Motiograph projector as well as the Mirrophonic sound system—head, amplifiers, speakers, etc.—which is sold with this machine. Here is a book you will prize.

METAL DISPLAY FRAMES: Any device that offers the desirable combination of affording added ticket-selling efforts and visual attractions to the exterior, lobby or lounges should command great interest of theatre owners. Such advantages blend in the proper type of display cases and frames—both for posters or such purely decorative objects as mirrors or pictures. A wealth of ideas will come from consideration of the appealing and economical metal frames available from the Colonial Sales Corporation. The company has prepared a folder which we heartily recommend you to obtain and look over—it will give you ideas.

RECTIFIERS (TUBE TYPE): Many claims are made for the economy of power conversion by means of the bulb or tube type rectifier. Forest Manufacturing Corp. has specialized in the development of this type of power converter and now offers units to serve intermediate high intensity, also. Suprex and Low Intensity arcs. A new booklet concerning this equipment will give you information about this type of rectifier, and you may have one for the asking.

MARQUEE SIGNS: Smarten up business as well as the front by having a marquee that's capable of blazing out a real selling message—that's the order of the day among the theatres that are doing business. The market is rich in material for putting a new face on the theatre and new punch into marquee selling. We have a book for you which tells all about the Wagner Sign Service's marquee signs, and it will pay you to get it, look it over carefully and keep it on file.

SCREEN SLIDES: You can't beat the screen for getting attention, and every showman has a valuable medium for building good will as well as business through screen announcements. Screen slides with special announcements of local interest or facts about your theatre can go a long way in helping you keep your patronage informed as well as interested in you. Radio Mat Slide Co. has a folder with some nifty suggestions concerning the value of screening announcements about local clubs, etc., and we know you will be glad to have this. We'll also send a sample slide with the folder.

TICKET MACHINES: One of the things so many showmen have told us they like about this department, is that it enables them to shop the entire market the easy-chair way. Well, have a look around at what's new in ticket machines. For instance, investigate the Timco Ticket Registers by sending for some folders telling about them—then go have a look at them when you're in the vicinity of the National Theatre Supply Branch in your territory.

WEIGHING MACHINES: There's profit in pounds, and many theatres are realizing nice extra coin which the patrons are glad to pay out for the sake of keepting track of their weight. Weighing machines have kept up with the times in all matters of appearance and eye-appeal, so they offer a point of interest and decoration, as well as utility, when placed in rest rooms of the theatre. You'll be interested in the folder made up by the Universal Scale Co., which tells all about new streamlined models.

STAGE DRAPES: Novelty Scenic Studios, veterans at the job of obtaining striking and colorful effects at small cost by clever arrangements in proscenium decoration, issued a booklet which discusses various styles of proscenium decoration. This booklet is certainly something you will find valuable.

LIGHTING EQUIPMENT: Kliegl Bros., long-time specialists in theatre lighting, have published a fine bulletin describing and illustrating numerous types of lighting equipment for various applications, including architectural, theatrical, photographic as well as common forms of lighting fixtures and specialties. This is a valuable bulletin for the showman's files and we recommend you obtain a copy.

DIRECTIONAL SIGNS: A new type of directional sign, very modern in design and effect, has an added advantage in that that look of luxury is accomplished inexpensively via a silhouette lettered sign that will direct patrons to the rest rooms, indicate the manager's office, etc. The various types of illuminated or unlighted signs are illustrated in a folder of the Peerless Products Co.

CARPET LINING: When you think of new carpets or re-laying older ones, think of the advantages in added wear, to say nothing of that much more luxurious effect of a resilient tread, a good carpet underlay, or lining, can give you. Much improvement has been made in materials for this purpose, and well in the forefront of manufacturers of the product is the Clinton Carpet Company, whose Ozite is so famous. We have a booklet you will find very informative on the subject of carpet lining, and will include with it to those requesting a copy, a sample of the new circle-tread Ozite—much worth looking over and testing for strength and "spring."

REQUEST FOR LITERATURE

Equipment Literature Bureau
Showmen's Trade Review,
1501 Broadway, New York City

2/1/41

I am interested in the equipment data mentioned in the Literature Bureau column. Send me booklets on the following subjects, immediately:

.....

..... **Name** .....
(PRINT NAME AND ADDRESS)

..... **Theatre** .....

..... **Address** .....

..... **City** .....

..... **State** .....

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

Carol Adams, Republic starlet who recently played opposite Gene Autry in "Ridin' on a Rainbow," has been added to the cast of the Judy Canova starrer, "Sis Hopkins." Michael Morris, brother of Chester Morris, and Lynn Merrick have also joined the cast.

George Tobias, whose film characterizations have taken him from Argentina to Zanzibar, has been signed to a new long-term contract by Warner Bros. Currently, he is alternating between "The Bride Came C.O.D." and "Affectionately Yours."

Jackie Cooper and Jane Withers report to Columbia this week for their co-starring roles in "Her First Beau," which is to be directed by Ted Reed.

The signing of Jerome Cowan and Minor Watson completes the featured cast of Paramount's "Kiss the Boys Goodbye," which teams Mary Martin and Don Ameche in the top roles. Others in important parts include Raymond Walburn, Oscar Levant, Barbara Jo Allen, Virginia Dale, Rochester and Elizabeth Patterson.

Wendy Barrie and Kent Taylor will have the leads in "Repent at Leisure," which RKO will send before the cameras shortly under the direction of Frank Woodruff. Jerry Cady is writing the screenplay.

Maria Montez has been assigned to one of the top roles in the next Abbott and Costello feature at Universal, "Oh, Charlie," scheduled to go into production immediately with Arthur Lubin at the megaphone.

Cliff Edwards will be one of the principals in "Power Dive," the William Pine-William Thomas production starring Richard Arlen and Jean Parker.

Darryl Zanuck, 20th Century-Fox production chief, has sent out orders to his studio staff to search for a suitable vehicle in which to star Jane Darwell, who has attracted a large following by her work in "Grapes of Wrath," "Brigham Young" and "Chad Hanna."

Louise Beavers and Mantan Moreland have been signed by Paul Malvern for the comedy leads in Monogram's "Sign of the Wolf," which features Grace Bradley.

The "Men of Action" cast will trail out to Lone Pine location for the outdoor scenes of the picture. In supporting roles in this Hopalong Cassidy feature, starring William Boyd, are Russell Hayden, Andy Clyde, Evelyn Brent, Victor Jory and 15-year-old Bernice Kay, Harry Sherman's new discovery.

Fay Holden, mother of Andy Hardy, and Samuel S. Hinds, father of Dr. Kildare, will enact the mother and father of Greer Garson in MGM's newest Technicolor production, "Blossoms in the Dust."

Ida Lupino will play the feminine lead in "The Gentle People," which Anatole Litvak has been assigned to direct at Warner Bros. The film version of the Irwin Shaw play will go before the cameras within the next two weeks.

"The Forbidden City," an original story of present day German-occupied Paris by Ben Hecht, has been purchased by Alexander Korda to be produced for United Artists release. Korda has set Hecht on the screenplay and expects to begin casting immediately.

Starting date on MGM's "Smilin' Through," in which James Stewart will play opposite Jeanette MacDonald, has been set for March 15. The picture will be produced by Victor Saville.

Martha Scott, upon completion of her role in Columbia's "They Dare Not Love," reports to Sol Lesser for her starring role in his next production, "Strange Victory," scheduled to start the latter part of this month. Miss Scott's first screen appearance was for Lesser in "Our Town."



Pot O' Gold Discussion

James Roosevelt, the producer; George Marshall, the director, and James Stewart, who co-stars with Paulette Goddard, talk over a scene of "Pot O' Gold," Roosevelt's first feature production, which will be released by United Artists.

Hitching Post First Theatre Exclusively for Westerns

The entire motion picture industry will check the results obtained by the newly opened Hitching Post Theatre, Hollywood's first movie house exclusively dedicated to western and outdoor films. Present plans call for two features, to be run for an entire week.

The nation's leading producers of western pictures have been looking for an outlet for their product in the key spots, and if the Hitching Post clicks, other cities may adapt the same idea. With such star names as Gene Autry, William Boyd, Roy Rogers, Tex Ritter, Charles Starrett, Bill Elliott, Bob Steele, Tim Holt, John Mack Brown, George O'Brien, Three Mesquiteers and the Range Busters to pull them in, the idea seems to have a lot of merit.

Westerns have been the backbone of the film industry for years, and the high type of product now being made, together with box office names, makes the Hitching Post's opening an important event.

Gene Autry's "Melody Ranch" and Roy Rogers' "Robin Hood of the Pecos," both produced by Republic, were the opening bill.

Wanger Buys "Sundown" SEP Serial

Walter Wanger has announce the purchase of Barre Lyndon's current *Saturday Evening Post* serial story, "Sundown," for early screen production and United Artists release. Lyndon is now on his first visit to Hollywood and Wanger is negotiating with him to adapt the story for the screen. American film fans well remember the author's fascinating filmplay, "The Amazing Dr. Clitterhouse."

Taurog Has 3 Scripts by Unknowns

Norman Taurog, MGM director who recently completed "Men of Boys Town" starring Spencer Tracy and Mickey Rooney, is considering three scripts by writers who admit they have never had anything published. The scripts were chosen by Taurog because they are industry stories written by workers who had stories to tell.

Boyer Returns for "Dawn"

Charles Boyer checks in at Paramount to prepare for his co-starring role with Paulette Goddard in "Hold Back the Dawn." Arthur Hornblow, Jr. will produce the picture with Mitchell Leisen directing.

Tyron Directs "Double Date"

Glenn Tyron, assistant to William Seiter on "Nice Girl," has been given his initial directorial chore at Universal with the megaphone assignment on "Double Date."

"Bride" Returns from Location

James Cagney, Bette Davis and the Warner Bros. unit, filming "The Bride Came C.O.D.," completed their location work at Death Valley and returned to the studio for interiors. William Keighley is directing.

HOLLYWOOD STUDIO ROUND-UP

Only eight new pictures went into production this week:

METRO-GOLDWYN-MAYER

BLOSSOMS IN THE DUST (Technicolor)—Principals: Greer Garson, Walter Pidgeon, Felix Bressart. Director, Mervyn LeRoy.

MONOGRAM

SIGN OF THE WOLF—Principals: Grace Bradley, Louise Beavers, Mantan Moreland. Director, Howard Bretherton.

PARAMOUNT

POWER DIVE—Principals: Richard Arlen, Jean Parker, Helen Mack, Billie Lee. Director, James Hogan.
SKYLARK—Principals: Claudette Colbert, Ray Milland, Brian Aherne. Producer-Director, Mark Sandrich.

20th CENTURY-FOX

COWBOY AND THE BLONDE—Principals: Mary Beth Hughes, George Montgomery, Alan Mowbray. Director, Ray McCarey.
GREAT AMERICAN BROADCAST—Principals: Alice Faye, John Payne, Cesar Romero, Jack Oakie. Director, Archie Mayo.

UNIVERSAL

OH, CHARLIE—Principals: Abbott & Costello, Evelyn Ankers, Richard Carlson, Joan David. Director, Arthur Lubin.
BLACK CAT—Principals: Hugh Herbert, Broderick Crawford, Anne Gwynne. Director, Albert S. Rogell.

Trio Set for "Tom, Dick and Harry"

George Murphy, Burgess Meredith and Alan Marshall will have the top male roles opposite Ginger Rogers in her next starring vehicle for RKO, "Tom, Dick and Harry," set to go into production shortly under the direction of Garson Kanin. Murphy has started rehearsals on the dance sequences.

Oakie Goes Romantic

Marking his first romance in pictures in the past six years, Jack Oakie gets kissed and gets the girl in "The Great American Broadcast," in which he has a featured comedy role at 20th Century-Fox. The cast of the picture is headed by Alice Faye, John Payne and Cesar Romero, in addition to Oakie, and is being directed by Archie Mayo.

Ruggles Brothers Conferring

Producer-Director Wesley Ruggles is conferring with his actor brother, Charlie, on the featured comedy role in Columbia's "The Doctor's Husband." The first time Wesley directed Charlie in a picture was in "Invitation to Happiness," which he directed for Paramount in 1939.

"Niagara Falls" Next for Roach

Hal Roach expects to put "Niagara Falls" before the cameras around April 1. His current production for United Artists, "Broadway Limited," is now being edited and scored.



Producer and Director Confer

Director Sam Wood and Harry Edington, RKO Radio executive producer, are shown between scenes of "The Devil and Miss Jones," RKO Radio offering produced by Frank Ross-Norman Krasna, Inc., in which Jean Arthur stars, with Robert Cummings and Charles Coburn heading the supporting cast.

"Meet John Doe" Will Be Longest Capra Picture

"Meet John Doe," produced by Frank Capra and Robert Riskin for Warner Bros., will set a new footage record for Capra pictures, with a running time of two hours and twelve minutes. Designed for single-feature billing, the picture, which co-stars Gary Cooper and Barbara Stanwyck, will run for five minutes more than the longest of the previous Capra-Riskin offerings, "Mr. Smith Goes to Washington."

Final decision to keep the new picture at its present length was arrived at, according to Warner executives, after it had been shown to members of the cutting, writing and production staffs of the studio. They were asked to make their recommendations for cuts, but all advised retaining its present length.

Hubbard in "Wall Street"

John Hubbard has been borrowed from Hal Roach for the second male lead in "A Girl's Best Friend Is Wall Street," Charles R. Rogers' first production for Columbia. The picture co-stars Franchot Tone and Joan Bennett with Thurston Hall, Eve Arden, Pierre Watkin and William Tracy in supporting roles. Richard Wallace directs.

Conference

Loretta Young talks things over with Producer-Director Frank Lloyd, in whose new picture, "The Lady from Cheyenne," she plays the starring role. The films will be the first Lloyd production for Universal release and is being produced at that studio with Robert Preston playing opposite Miss Young with Edward Arnold, Gladys George, Frank Craven, Jessie Ralph and others in the supporting cast.



WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Tex Ritter, western star; Edward Finney, producer of the Ritter films, and W. Ray Johnston, president of Monogram, will be the judges of a contest to find "Miss Arkansas," the winner to be awarded the feminine lead in a new Ritter western. Not a bad break for some young lady when you consider Rita Hayworth, Joan Woodbury, Marjorie Reynolds, Louise Stanley and Jinx Falkenburg got their start with Tex.

David Hempstead, producer of RKO's top money maker, "Kitty Foyle," has lined up Edgar Bergen and Charlie McCarthy, and Fibber McGee and Molly for his next assignment at the studio . . . a top-ranking combination for anybody's dough. Here's one we'll be looking forward to seeing.

The Warner Bros. publicity campaign for Joan Leslie, 16-year-old "Sun Goddess," reminds us of all the work put in on that now famous "OOMPH" blurb-fest for Ann Sheridan. If the young lady is half as good as Annie, the time spent should pay off in some swell dividends. P. S. What happened to Ann?

For the sixth time in three weeks, shooting on RKO's Tim Holt starrer, "Robbers of the Range," had to be postponed as a result of rain. May we suggest they change the title to "Robbers in the Rain," and get going.

We understand the next "see-the-world" tour for newspaper critics and top columnists will be to Mexico City for 20th Century-Fox' "Blood and Sand."

Congratulations to Lewis Rachmil on his advancement to production manager of Harry Sherman's "Hopalong Cassidy" series . . . and a pat on the back for "Pop" for boosting the boys along the line. Lew, former art director, should click in a big way on his new job.

Albert S. Rogell gets back in harness again with the directorial chore on Universal's "The Black Cat," a comedy whodunit, featuring Hugh Herbert. We're glad to see you back, Al.

Advance Dope

Dates Shown Are Release Dates

This department is primarily intended to convey important information regarding product on which no press book or ad material are available. Showmen who run pictures pre-release will find it a valuable source. Listings will appear but once.

CITADEL OF CRIME

Republic **Drama** **Not Set**

Selling Names: John Wayne, Frances Dee, Edward Ellis, Harold Huber.
Director: John Auer.
Assoc. Producer: Armand Schaefer.
Story Idea: John Wayne, small town lawyer, arrives in Temple City to investigate the death of his close friend, officially listed a suicide. He meets Frances Dee, a daughter of Edward Ellis, ruthless political leader. Believing Ellis can help him right the wrong, Wayne accepts the position Ellis offers him in his office. In this way Ellis expected to buy his silence, but instead Wayne gets enough evidence to send him to prison.
Catchline: "He tells all for the first time . . . to achieve his heart's desire."

BUCK PRIVATES

Universal **Comedy** **Jan. 31**

Selling Names: Lee Bowman, Alan Curtis, Abbott & Costello, Andrews Sisters.
Director: Arthur Lubin.
Assoc. Producer: Alex Gottlieb.
Story Idea: Bud Abbott and Lou Costello, trying to elude Nat Pendleton, a tough cop, sneak into a theatre line and find themselves signed up in the army. At camp, they meet the Andrew Sisters, who have signed up as hostesses and also Lee Bowman, son of a big shot, who is waiting for his dad to "fix" his release. Bowman decides to remain after he meets Jane Frazee, also a hostess, and Abbott and Costello are kept busy by their sergeant, Pendleton the cop, who proceeds to put them through their maneuvers.
Catchline: "Two guys who always do the wrong thing at the right time."

SINGAPORE WOMAN

Warner Brothers **Drama** **Not Set**

Selling Names: Brenda Marshall, David Bruce, Virginia Field, Dorothy Tree.
Director: Jean Negulesco.
Assoc. Producer: Harlan Thompson.
Story Idea: Brenda Marshall becomes a wanderer, after misfortune and death had dogged her footsteps for many years and she became known as the jinx woman. David Bruce, a young man who wanted to repay a debt he owed Brenda's father, meets her in a dive and takes her home to straighten her out. Just as things are running smoothly Richard Ainley, Brenda's "dead" husband shows up, so Brenda leaves with him. An automobile accident kills Ainley and frees Brenda from her former jinx.
Catchline: "She had known ALL of life . . . and then met love."

CRIME OF MARY ANDREWS

MGM **Drama** **Feb. 21**

Selling Names: Laraine Day, Robert Young, Virginia Grey, Tom Conway.
Director: Norman Z. McLeod.
Producer: Edwin Knopf.
Story Idea: Laraine Day runs away from reform school and gets a job in Tom Conway's office. There she meets Robert Young, a young lawyer and they fall in love. Young and Laraine plan to marry and go to his new job in Chile, but she must reveal her background in order to get a passport, so she refuses to leave and he goes alone. He comes back in time to save her from being punished for the murder of Conway, by finding the real murderer in the nick of time.
Catchline: "An expert furnishes the clinching proof."

BILLY THE KID (Technicolor)

MGM **Drama** **Not Set**

Selling Names: Robert Taylor, Brian Donlevy, Mary Howard, Ian Hunter, Gene Lockhart, Henry O'Neill.
Director: David Miller.
Producer: Irving Asher.
Story Idea: Robert Taylor, a young outlaw, has been working for the czar of the countryside as a "persuader." When he finds that the gang had killed a man without giving him a chance, and that the man had left a wife and two children, he quits. He takes a job as foreman of Ian Hunter's ranch. Everything works out well until he finds his employer's body in a creek, shot in the back. This makes him decide to take matters into his own hands. He kills the guilty man and then pays with his own life.
Catchline: "A tale of our most colorful frontier days."

MISS WHEELWRIGHT DISCOVERS AMERICA

Warner Brothers **Comedy-Drama** **Not Set**

Selling Names: Priscilla Lane, Jeffrey Lynn, Ronald Reagan, May Robson.
Director: Curtis Bernhardt.
Assoc. Producer: David Lewis.
Story Idea: When May Robson finds out that thirty years before her father had cheated Priscilla Lane's grandfather out of a million dollars, she decides to right the wrong. She makes friends with Priscilla by taking a room in the same boarding house, and after meeting her arranges for her lawyer to give Priscilla the money. This breaks up Priscilla's intended marriage to Ronald Reagan. When Priscilla realizes that she was happier poor, she returns the money to May and agrees to marry Reagan and live on his salary.
Catchline: "Marriage for money . . . or love."



Ushers in Football Uniforms

These three stalwart young gentlemen got that way not by handling the pigskin but by battling enthusiastic patrons bent on getting a seat. In other words, they're ushers appropriately attired for the engagement of Warners' "Knute Rockne —All American" at the Oaks Theatre, Oakmont, Pa.

WINGED VICTORY

Warner Brothers **Drama** **Not Set**

Selling Names: Geraldine Fitzgerald, James Stephenson, Barbara O'Neil, Donald Crisp.
Director: Irving Rapper.
Assoc. Producer: Robert Lord.
Story Idea: James Stephenson, English medical scientist, accepts a poorly paid staff appointment in a Scottish sanitarium, in the hopes of continuing his research on the treatment of mental cases. Clashes develop between him and the other doctors, so an assistant for him is brought in from the outside and it proves to be Geraldine Fitzgerald. Barbara O'Neil, secretary to the head doctor, becomes jealous of Geraldine when she learns that Stephenson loves her so she sets fire to his laboratory room and Geraldine loses her life saving his records from the flames.
Catchline: "She made the greatest sacrifice known to a woman."

FREE AND EASY

MGM **Comedy** **Not Set**

Selling Names: Ruth Hussey, Robert Cummings, Nigel Bruce, Judith Anderson.
Director: Edward Buzzell.
Producer: Milton Bren.
Story Idea: Robert Cummings and his father, Nigel Bruce, are impoverished aristocrats, each seeking a wealthy socialite to marry. Cummings pays court to Judith Anderson, wealthy noblewoman, but when he meets Ruth Hussey, a poor girl looking for a rich husband, he falls in love and sets out to win her. Bruce saves the day by becoming engaged to a rich dowager, just when things are beginning to catch up with them and Judith frees Cummings so he can marry Ruth.
Catchline: "A case of tangled lives and tangled loves."

Kitty Foyle Newspaper Contest Highlights Campaign in Philadelphia

A Kitty Foyle newspaper contest featured the special Philadelphia campaign put on by Manager Stanley Benford of the Boyd Theatre for RKO-Radio's "Kitty Foyle."

The *Daily News* sponsored the contest which ran for ten days before opening, with generous allotment of daily stories and photographs. At a Ritz Carlton Hotel luncheon for the contestants, the winner was selected and on the opening day she visited, in a Cadillac car decorated with pennants marked "Kitty Foyle," all the spots mentioned in the Christopher Morley novel. The same evening she acted as hostess at the Boyd Theatre dressed in the original gown worn in the film by Ginger Rogers.

Producer David Hempstead made a special trip to Philadelphia and was tendered a luncheon attended by newspapermen who interviewed him.

The "Kitty Foyle" serialization in the *Bulletin* ran for three weeks. Newspaper trucks were placarded with the announcement and newsstands covered with tack cards.

Fifteen hundred deluxe window cards were distributed throughout the city. Tieups were arranged with the principal book stores in and around Philadelphia featuring specially printed cards with Ginger Rogers holding a copy of the book. Daily radio broadcasts over Station WCAU announced the premiere of "Kitty Foyle" at the Boyd and a fifteen minute interview with the winner of the *Daily News* contest was held over Station WPEN on the opening night.

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE; b—BOX OFFICE SLANT.
Initial Before Release Indicates Audience Suitability: (F) Family. (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars		Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel			Reissued
Crooked Circle (C)	70	Zasu Pitts-Jimmy Gleason	(F)	9/15/40	Reissued
Everything Is Rhythm (Mu)	60	Harry Roy & Band		7/22/39	Not Rev.
Framed for Murder (D)		Wallace Ford-Fuzzy Knight		2/10/41	Not Rev.
Hell's Angels (D)	100	Lyon-Harlow-Hall		1/10/40	Reissued
Hell's Crossroads (D)		Tom Keene-John Qualen	(A)	8/2/40	Reissued
(Former title "Our Daily Bread")					
Monster Walks (My-D)	60	Mischa Auer		7/6/40	Reissued
Murder at the Baskervilles		Arthur Wontner		10/15/40	Not Rev.
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak			Reissued
Sky Devils (C-D)	88	Spencer Tracy		9/1/40	Reissued
Tumbleweeds (W)	86	William S. Hart		5/1/39	Reissued
U-67 (D)	60	Alan Hale-Claude Allister		8/1/39	Reissued
Vengeance of the Deep (D)	70	Lloyd Hughes	(F)	2/15/40	b3/2/40

COLUMBIA

Current 1939-40

Angels Over Broadway (D)	79	Doug. Fairbanks, Jr.-R. Hayworth	(A)	9/30/40	b10/12/40
Babies for Sale (D)	64	Rochelle Hudson-Glenn Ford	(A)	5/16/40	b5/18/40
Before I Hang (D)	63	Boris Karloff-Evelyn Keyes	(F)	9/17/40	b10/12/40
Behind the Maginot Line (D)	82	Rex Harrison-Karen Verne	(F)	4/30/40	b10/21/39
(Reviewed as "Ten Days in Paris")					
Blazing Six Shooters (W)	61	Charles Starrett-Iris Meredith	(F)	4/4/40	b3/16/40
Blondie Has Servant Trouble (C)	69	Penny Singleton-Arthur Lake	(F)	7/25/40	b7/27/40
Blondie on a Budget (C)	73	Penny Singleton-Arthur Lake	(F)	2/29/40	b3/2/40
Bullets for Rustlers (W)	58	Charles Starrett-Lorna Gray		3/5/40	a11/25/39
Doctor Takes a Wife (C)	88	Loretta Young-Ray Milland	(A)	4/25/40	b4/27/40
Five Little Peppers at Home (D)	65	Edith Fellows-Clarence Kolb	(F)	2/8/40	b5/4/40
Five Little Peppers in Trouble (D)	64	Edith Fellows-Tommy Bond	(F)	9/1/40	b1/18/41
Girls of the Road (D)	61	Ann Dvorak-Helen Mack-L. Lane	(A)	6/20/40	b7/27/40
Glamour for Sale (D)	59	Anita Louise-Roger Pryor	(A)	9/27/40	b11/9/40
He Stayed for Breakfast (C)	89	Loretta Young-Melvyn Douglas	(A)	8/22/40	b8/10/40
Howards of Virginia (H-D)	117	Cary Grant-Martha Scott-Carlson	(F)	9/19/40	b8/31/40
I Married Adventure	78	Travelogue Feature	(F)	7/24/40	b8/3/40
Island of Doomed Men (D)	67	Peter Lorre-Rochelle Hudson	(A)	5/20/40	b6/8/40
Lady in Question (D)	81	Brian Aherne-Rita Hayworth	(A)	8/7/40	b8/10/40
Lone Wolf Meets a Lady (My)	71	Warren William-Jean Muir	(F)	5/30/40	b5/18/40
Mad Men of Europe (D)	72	Edmund Gwenn-Mary Maguire	(F)	6/3/40	b5/25/40
Man from Tumbleweeds (W)	59	Bill Elliott-Iris Meredith		5/2/40	a5/25/40
Man with Nine Lives (D)	73	Boris Karloff-Jo Ann Sayers	(A)	4/18/40	b4/20/40
Men Without Souls (D)	62	John Litel-Rochelle Hudson	(A)	3/14/40	b5/18/40
Military Academy (D)	66	Tommy Kelly-Bobby Jordan	(F)	7/18/40	b7/20/40
Outside the 3-Mile Limit (D)	65	Jack Holt-Irene Ware	(F)	3/7/40	b2/17/40
Out West with the Peppers (D)	62	Edith Fellows-Dorothy Peterson	(F)	6/30/40	b7/20/40
Passport to Alcatraz (D)	60	Jack Holt-Cecelia Callejo	(A)	6/6/40	b5/25/40
Pioneers of the Frontier (W)	58	Bill Elliott-Linda Winters	(F)	2/1/40	b2/24/40
Return of Wild Bill (W)	60	Bill Elliott-Iris Meredith	(F)	6/27/40	b7/13/40
Secret Seven (D)	62	Bruce Bennett-Florence Rice	(F)	8/15/40	b8/17/40
Texas Stagecoach (W)	59	Chas. Starrett-Iris Meredith	(F)	5/23/40	b3/30/40
Too Many Husbands (C)	84	Arthur-MacMurray-Douglas	(A)	3/21/40	b3/9/40
Twenty-one Days Together (D)	72	Vivien Leigh-Laurence Olivier	(A)	5/16/40	b4/6/40
(Reviewed as "Three Weeks Together")					

Current 1940-41

Arizona (D)	128	Jean Arthur-Holden-William	(A)	12/25/40	b11/23/40
Beyond the Sacramento (W)	57	Bill Elliott-Evelyn Keyes		11/14/40	a9/14/40
(Former title "Ghost Guns")					
Blondie Plays Cupid (C)	68	Penny Singleton-Arthur Lake	(F)	10/31/40	b11/2/40
Devil Commands		Boris Karloff-Amanda Duff		2/3/41	a12/14/40
Durango Kid (W)	60	Chas. Starrett-Luana Walters	(F)	8/15/40	b8/31/40
Ellery Queen, Master Detective (My-D)	68	Ralph Bellamy-Margaret Lindsay	(F)	11/30/40	b11/30/40
Escape to Glory (C-D)	74	Constance Bennett-Pat O'Brien	(A)	11/28/40	b11/23/40
Face Behind the Mask (D)	69	Peter Lorre-Evelyn Keyes		1/16/41	a12/21/40
Fugitive from a Prison Camp (D)	59	Jack Holt-Marian Marsh		9/5/40	b8/10/40
Girls Under 21	64	Paul Kelly-Rochelle Hudson	(F)	10/24/40	b11/16/40
Great Plane Robbery (D)	53	Jack Holt-Vicki Lester	(A)	12/9/40	b11/23/40
Lone Wolf Keeps a Date (C-D)	64	Warren William-Frances Robinson	(A)	11/23/40	b11/23/40
Nobody's Children (D)	65	Edith Fellows-Lois Wilson	(F)	10/17/40	b1/25/41
Phantom Submarine (D)	70	Anita Louise-Bruce Bennett		12/20/40	a11/9/40
Pinto Kid (W)	61	Charles Starrett-Louise Currie		1/9/41	a7/13/40
Prairie Schooners (W)	58	Bill Elliott-Evelyn Young	(F)	9/30/40	b11/9/40
So You Won't Talk? (C)	69	Joe E. Brown-Frances Robinson	(F)	10/3/40	b9/28/40
This Thing Called Love (C)	95	Melvyn Douglas-Rosalind Russell	(A)	1/2/41	b12/28/40
Thundering Frontier (W)	57	Charles Starrett-Iris Meredith	(F)	12/5/40	b9/21/40
West of Abilene (W)	58	Charles Starrett-Marjorie Cooley	(F)	10/21/40	b7/20/40
Wildcat of Tucson (W)	59	Bill Elliott-Evelyn Young		12/31/40	a10/26/40

Coming 1940-41

Adam Had Four Sons (D)		Warner Baxter-Ingrid Bergman		2/6/41	a11/9/40
(Former title "Legacy")					
Across the Sierras (W)	58	Bill Elliott-Luana Walters		2/13/41	a11/16/40
Blondie Goes Latin (C)		Penny Singleton-Arthur Lake		2/27/41	a12/14/40
Fight for Life (Doc)	69	Myron McCormick-Storrs Haynes	(A)		b6/22/40
Girl's Best Friend		Franchot Tone-Joan Bennett			In Prod.
Great Swindle (D)		Jack Holt-Marjorie Reynolds			a6/29/40
(Former title "Tampered Evidence")					
Lone Wolf Takes a Chance (My)		Warren William-June Storey			a1/11/41
Meet Boston Blackie (D)		Chester Morris-Rochelle Hudson		2/20/41	a1/11/41
(Former title "Return of Boston Blackie")					
Outlaws of the Panhandle (W)	59	Chas. Starrett-Frances Robinson		2/27/41	a8/31/40
Penny Serenade (C)		Irene Dunne-Cary Grant			a12/21/40
They Dare Not Love (D)		Martha Scott-George Brent			In Prod.
Three Scratches (My)		Ralph Bellamy-Margaret Lindsay			In Prod.

DISNEY

Fantasia (FA)	150	Technicolor Cartoon	(F)		b11/16/40

MGM

Current 1939-40

And One Was Beautiful (D)	70	Jean Muir-Robert Cummings	(A)	4/5/40	b4/6/40
Andy Hardy Meets Debutante (C)	86	Mickey Rooney-Lewis Stone	(F)	7/5/40	b7/6/40
Boom Town (D)	120	Gable-Tracy-Lamarr-Colbert	(A)	8/30/40	b8/10/40
Broadway Melody of 1940 (D)	100	Powell-Astaire-Murphy	(F)	2/9/40	b2/10/40
Captain Is a Lady (C)	65	Coburn-Billie Burke-B. Bondi	(F)	6/21/40	b6/29/40
Dr. Kildare's Strange Case (D)	76	Lionel Barrymore-Lew Ayres	(F)	4/12/40	b4/6/40
Edison the Man (D)	107	Spencer Tracy-Rita Johnson	(F)	5/10/40	b5/25/40
Florian (D)	93	Robert Young-Helen Gilbert	(F)	3/29/40	b3/30/40
Forty Little Mothers (C)	90	Eddie Cantor-Rita Johnson	(F)	4/26/40	b4/20/40
Ghost Comes Home (C)	78	Frank Morgan-Billie Burke	(F)	3/8/40	b3/2/40
Golden Fleecing (C-D)	70	Rita Johnson-Lew Ayres	(F)	8/16/40	b8/24/40
Gold Rush Maisie (C)	82	Ann Sothern-Lee Bowman	(F)	7/26/40	b8/3/40

MGM

Current 1939-40 (Cont.)

I Love You Again (C)	99	Wm. Powell-Myrna Loy	(A)	8/9/40	b8/10/40
I Take This Woman (D)	97	Spencer Tracy-Hedy Lamarr	(A)	2/1/40	b2/3/40
Man from Dakota (D)	75	Wallace Beery-Dolores Del Rio	(A)	2/16/40	b2/24/40
Mortal Storm (D)	100	Margaret Sullavan-Jas. Stewart	(F)	6/14/40	b6/15/40
New Moon (D)	102	Jeanette MacDonald-Nelson Eddy	(F)	6/28/40	b6/15/40
Northwest Passage (D)	126	Tracy-Young-Brennan (Tech.)	(A)	2/23/40	b2/10/40
Phantom Raiders (My)	70	Walter Pidgeon-Florence Rice	(F)	5/31/40	b6/1/40
Pride and Prejudice (C-D)	117	Greer Garson-L. Olivier	(F)	8/2/40	b7/13/40
Sporting Blood (D)	82	R. Young-M. O'Sullivan-L. Stone	(F)	7/12/40	b7/13/40
Strange Cargo (D)	113	Gable-Crawford-Hunter	(A)	3/1/40	b3/2/40
Susan and God (D)	117	Joan Crawford-Fredric March	(A)	6/7/40	b6/8/40
20 Mule Team (D)	84	Wallace Beery-Leo Carrillo	(F)	5/3/40	b5/4/40
Two Girls on Broadway (Mu-D)	73	Turner-Murphy-Blondell	(F)	4/19/40	b4/27/40
Waterloo Bridge (D)	107	Vivien Leigh-Robert Taylor	(A)	5/17/40	b5/18/40
We Who Are Young (D)	78	Lana Turner-John Shelton	(A)	7/19/40	b7/20/40
Young Tom Edison (D)	84	Mickey Rooney-Virginia Weidler	(F)	3/15/40	b2/17/40

Current 1940-41

Bittersweet (Tech.) (Mu)	94	Jeanette MacDonald-Nelson Eddy	(F)	11/8/40	b11/16/40
Come Live With Me (C-D)	85	James Stewart-Hedy Lamarr	(A)	1/31/41	b1/25/41
Comrade X (C)	88	Clark Gable-Hedy Lamarr	(A)	12/13/40	b12/7/40
Dr. Kildare Goes Home (D)	80	Barrymore-Ayres-Day	(F)	9/6/40	b9/7/40
Dr. Kildare's Crisis (D)	74	L. Barrymore-Ayres-Rob't Young	(F)	11/29/40	b12/7/40
Dulcy (C)	73	A. Sothern-Ian Hunter-B. Burke	(F)	10/4/40	b10/5/40
Escape (D)	104	Norma Shearer-Robert Taylor	(A)	11/1/40	b11/2/40
Flight Command (D)	115	Robt. Taylor-Ruth Hussey	(F)	1/3/41	b12/21/40
Gallant Sons (My-D)	76	Jackie Cooper-Gene Reynolds	(F)	11/15/40	b11/16/40
Gone With the Wind (D)	228	Gable-Leigh-Howard (Tech.)	(F)	1/17/41	b12/16/39
Go West (C)	82	Marx Brothers	(F)	12/6/40	b12/14/40
Haunted Honeymoon (C-D)	82	Robt. Montgomery-C. Cummings	(A)	9/20/40	b8/31/40
Hullabaloo (C)	77	Frank Morgan-Billie Burke	(F)	10/25/40	b11/2/40
Keeping Company (D)	78	John Shelton-Ann Rutherford	(F)	12/20/40	b1/4/41
Land of Liberty (Doc)	98	Special Subject	(F)	1/24/41	b1/11/41
Little Nellie Kelly (Mu-C)	98	Judy Garland-Geo. Murphy	(F)	11/22/40	b11/16/40
Maisie Was a Lady (C)	79	Ann Sothern-Maureen O'Sullivan	(A)	1/10/41	b1/11/41
Philadelphia Story (C)	110	Katharine Hepburn-James Stewart	(A)	1/17/41	b11/30/40
Sky Murder (My)	72	Walter Pidgeon-Donald Meek	(F)	9/27/40	b9/28/40
Strike up the Band (Mu-C)	120	Mickey Rooney-Judy Garland	(F)	9/27/40	b9/21/40
Third Finger, Left Hand (C)	96	Myrna Loy-Melvyn Douglas	(A)	10/11/40	b10/12/40
Wild Man of Borneo (C)	78	Frank Morgan-Billie Burke	(F)	1/24/41	b2/1/41
Wyoming (C-D)	87	Wallace Beery-Marjorie Main	(A)	9/13/40	b9/14/40

Coming 1940-41

Andy Hardy's Private Secretary (C)		Mickey Rooney-Lewis Stone		2/28/41	In Prod.
Bad Man (D)		Wallace Beery-Lionel Barrymore		2/13/41	a1/25/41
Billy the Kid (Tech.) (D)		Rob't Taylor-Maureen O'Sullivan			a2/1/41
Blonde Inspiration		Shelton-Grey-Dekker-Nolan		2/6/41	a1/25/41
Blossoms in the Dust (Tech.)		Greer Garson-Walter Pidgeon			In Prod.
Crime of Mary Andrews (D)		Laraine Day-Robert Young		2/21/41	a2/1/41
Free and Easy (C)		Ruth Hussey-Robert Cummings			a2/1/41
Men of Boys Town (D)		Spencer Tracy-Mickey Rooney			a1/18/41
Rage in Heaven (My)		Rob't Montgomery-Ingrid Bergman			a1/25/41
Roosty (D)		Lionel Barrymore-Edw. Arnold			In Prod.
Woman's Face		Joan Crawford-Melvyn Douglas			In Prod.
Ziegfeld Girl (Mu)		Stewart-Garland-Lamarr-Martin			a1/18/41

MONOGRAM

Current 1939-40

Arizona Frontier (W)	55	Tex Ritter-Evelyn Finley	(F)	8/19/40	b8/31/40
Boys of the City (C-D)	63	East Side Kids	(F)	7/15/40	b7/20/40
Cheyenne Kid (W)	49	Jack Randall-Louise Stanley	(F)	2/24/40	b2/3/40
Covered Wagon Trails (W)	52	Jack Randall	(F)	4/10/40	b5/11/40
Cowboy from Sundown (W)	58	Tex Ritter	(F)	5/9/40	b5/11/40
Doomed to Die (My)	67	Boris Karloff-Marjorie Reynolds	(F)	8/5/40	b8/3/40
East Side Kids (D)	62	Ames-Moore-Bryant-Barnett	(F)	2/10/40	b2/24/40
Golden Trail (W)	52	Tex Ritter	(F)	7/3/40	b7/6/40
Haunted House (D)	70	Marcia Mae Jones-Jackie Moran	(F)	7/22/40	b7/20/40
Human Monster (D)	73	Bela Lugosi	(F)	3/9/40	b3/9/40
Kid From Santa Fe (W)		Jack Randall		5/23/40	a4/27/40
Land of the Six Guns (W)	54	Jack Randall-Louise Stanley	(F)	5/2/40	b6/29/40
Last Alarm (D)	61	Warren Hull-Polly Ann Young	(F)	6/25/40	b7/6/40
Laughing at Danger (D)	62	Frankie Darro-Joy Hodges	(F)	8/12/40	b8/3/40
Midnight Limited (D)	61	John King-Marjorie Reynolds	(F)	3/20/40	b3/23/40
Missing People	69	Will Fyffe-Kay Walsh	(F)	8/19/40	b11/9/40
Murder on the Yukon (W)		James Newill-Polly Ann Young		2/17/40	a2/3/40
Mysterious Mr. Reeder	63	Will Fyffe	(A)	4/30/40	b5/11/40
On the Spot (D)	61	Frankie Darro-Mary Kornman	(F)	6/11/40	b6/8/40
Pals of the Silver Sage (W)	52	Tex Ritter-Sugar Dawn	(F)	4/20/40	b5/4/40
Queen of the Yukon (D)	73	Chas. Bickford-Irene Rich	(F)	8/26/40	b9/14/40
Rainbow Over the Range (W)	59	Tex Ritter-Dorothy Fay	(F)	7/29/40	b8/3/40
Riders From Nowhere (W)	45	Jack Randall-Margaret Roach		6/6/40	a4/27/40
Rhythm of the Rio Grande (W)	53	Tex Ritter-Susan Dale	(F)	3/2/40	b4/27/40
Sky Bandits		James Newill		4/15/40	a3/16/40
(Former title "Phantom Pilot")					
Son of the Navy (D)	72	James Dunn-Jean Parker	(F)	3/30/40	b4/6/40
Tomboy (D)	70	Marcia Mae Jones-Jackie Moran	(F)	4/20/40	b4/27/40
Torpedo Raider (D)	70	Barry Mackay	(F)	2/28/40	b5/25/40
Up In the Air (My-D)	61	Frankie Darro-Marjorie Reynolds	(F)	9/9/40	b8/24/40
Who Is Guilty? (D)	60	Ben Lyon	(F)	9/2/40	b9/7/40
Wild Horse Range (W)	53	Jack Randall	(F)	6/25/40	b6/22/40

Current 1940-41

Ape, The (D)	62	Boris Karloff	(F)	9/30/40	b10/26/40
Chamber of Horrors (D)	83	Leslie Banks-Gina Malo	(A)	12/20/40	b6/29/40
Dead Man's Shoes (My)		Leslie Banks-Wilfred Lawson		1/15/41	Not Rev.
Drums of the Desert (D)	64	Ralph Byrd-Lorna Grey	(F)	10/7/40	b10/12/40
Her First Romance (C-D)	77	Edith Fellows-Wilbur Evans	(F)	12/25/40	b12/28/40
Ol' Swimmin' Hole (D)	78	Marcia Mae Jones-J. Moran	(F)	10/21/40	b10/26/40
Orphans of the North (T)		Adventure film		7/29/40	Not Rev.
Outsider (D)	91	Geo. Saunders-Mary Maguire	(F)	9/13/40	b3/23/40
Phantom of Chinatown (My)	62	Keye Luke-Lotus Long	(F)	11/11/40	b11/23/40
Pride of the Bowery	63	Leo Gorcey-Bobby Jordan	(F)	12/15/40	b1/25/41
Range Busters (W)	56	Ray Corrigan-Max Terhune	(F)	8/22/40	b9/14/40
Rollin' Home to Texas (W)	63	Tex Ritter-Slim Andrews	(F)	12/30/40	b2/1/41
Take Me Back to Oklahoma (W)	64	Tex Ritter-Terry Walker	(F)	11/11/40	b11/30/40
That Gang of Mine (D)	62	Bobby Jordan-Leo Gorcey	(F)	9/23/40	b10/5/40
Trailin' Double Trouble (W)	58	Ray Corrigan-John King	(F)	10/7/40	b10/19/40
Trail of the Silver Spurs (W)		Corrigan-King-Terhune		1/5/41	a12/7/40
West of Pinto Basin (W)	56	Corrigan-King-Terhune	(F)	11/14/40	b12/7/40
You're Out of Luck (D)	62	Darro-Moreland	(F)	1/20/41	b1/18/41

Coming 1940-41

Air Devils (D)		East Side Kids-Joan Barclay		2/19/41	In Prod.
Kid's Last Ride (W)		John King-Ray Corrigan			a1/11/41
(Former title "Prairie Schooldays")					
Ridin' The Cherokee Trail (W)		Tex Ritter-Slim Andrews			In Prod.
Sign of the Wolf		Grace Bradley-Louise Beavers			In Prod.

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

PARAMOUNT

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Adventure in Diamonds (D)	72	Isa Miranda-George Brent	(A)	4/5/40	b1/27/40
Biscuit Eater (D)	79	Billie Lee-Cordell Hickman	(F)	5/24/40	b4/13/40
Buck Benny Rides Again (C)	85	Jack Benny-Virginia Dale	(F)	5/3/40	b4/13/40
Comin' Round the Mountain (C)	72	Bob Burns-Una Merkel	(F)	8/16/40	b8/17/40
Dr. Cyclops (Tech.) (D)	75	Albert Dekker-Janice Logan	(A)	4/12/40	b3/9/40
Farmer's Daughter (C)	60	Martha Raye-Charlie Ruggles	(F)	3/29/40	b2/17/40
French Without Tears (C)	85	Ray Milland-Ellen Drew	(A)	4/26/40	b11/11/39
Ghost Breakers (My-D)	78	Bob Hope-Paulette Goddard	(F)	6/21/40	b6/8/40
Golden Gloves (D)	68	Jean Cagney-Robert Ryan	(A)	8/2/40	b8/3/40
Great McGinty (D)	85	Brian Donlevy-Akim Tamiroff	(A)	8/23/40	b7/27/40
Hidden Gold (W)	61	Wm. Boyd-Russell Hayden	(F)	6/7/40	b5/18/40
Knights of the Range (W)	70	Russell Hayden-Jean Parker	(F)	2/23/40	b2/17/40
Light of the Western Stars (W)	65	Jory-Hayden-Sayers	(F)	4/19/40	b4/27/40
Light That Failed (D)	96	Ronald Colman-Ida Lupino	(A)	2/9/40	b12/23/39
Mystery Sea Raider (D)	77	Henry Wilcoxon-Carole Landis	(F)	8/9/40	b8/10/40
North West Mounted Police (D)	126	Cooper-Carroll-Goddard (Tech.)	(F)	12/27/40	b10/26/40
Opened by Mistake (C)	67	Charles Ruggles-Robert Paige	(F)	5/10/40	b5/11/40
Parole Fixer (D)	58	Rob't Paige-Wm. Henry	(A)	2/2/40	b2/10/40
Queen of the Mob (D)	65	Jean Cagney-Richard Denning	(A)	6/28/40	b6/29/40
Road to Singapore (C)	85	Bing Crosby-D. Lamour-B. Hope	(F)	3/22/40	b2/24/40
Safari (D)	86	Madeleine Carroll-Fairbanks, Jr.	(F)	6/14/40	b6/8/40
Seventeen (C-D)	75	Jackie Cooper-Betty Field	(F)	3/1/40	b2/24/40
Showdown (W)	63	Wm. Boyd-J. Clayton-Hayden	(F)	3/8/40	b3/2/40
Sidewalks of London (D)	86	Chas. Laughton-Vivien Leigh	(F)	2/16/40	b2/3/40
Stagecoach War (W)	61	Wm. Boyd-Russell Hayden	(F)	7/12/40	b7/6/40
Those Were the Days (C)	75	Wm. Holden-Bonita Granville	(F)	5/31/40	b5/25/40
Typhoon (Tech.) (D)	71	Dorothy Lamour-Robert Preston	(F)	5/17/40	b5/4/40
Untamed (D) (Tech.)	82	Milland-Tamiroff-Morison	(A)	7/26/40	b6/29/40
Way of All Flesh (D)	84	Akim Tamiroff-William Henry	(A)	7/5/40	b6/1/40
Women Without Names (D)	63	Ellen Drew-Robt. Paige	(F)	3/15/40	b2/24/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Arise, My Love (D)	110	Claudette Colbert-Ray Milland	(A)	11/8/40	b10/19/40
Cherokee Strip (W)	86	Richard Dix-William Henry	(F)	10/11/40	b10/5/40
Christmas in July (D)	68	Dick Powell-Ellen Drew	(F)	10/25/40	b9/21/40
Dancing on a Dime (Mu-C)	73	Grace MacDonald-Robt. Paige	(F)	11/1/40	b10/12/40
Doomed Caravan (W)	60	Bill Boyd-Russell Hayden	(F)	1/10/41	b1/11/41
I Want a Divorce (D)	94	Dick Powell-Joan Blondell	(A)	9/20/40	b9/7/40
Life With Henry (C)	80	Jackie Cooper-Leila Ernst	(F)	1/24/41	b1/18/41
Love Thy Neighbor (C)	82	Jack Benny-Fred Allen	(F)	12/27/40	b12/21/40
Moon Over Burma (D)	82	D. Lamour-R. Preston-P. Foster	(A)	10/18/40	b10/19/40
Night at Earl Carroll's (My)	70	J. Carrol Naish-E. Carroll Girls	(F)	12/6/40	b11/23/40
Quarterback (C-D)	72	Wayne Morris-Virginia Dale	(F)	10/4/40	b10/5/40
Rangers of Fortune (D)	80	MacMurray-Morison-Dekker	(F)	9/27/40	b9/14/40
Rhythm on the River (Mu)	90	Bing Crosby-Mary Martin	(F)	9/6/40	b8/24/40
Second Chorus (Mu)	88	Fred Astaire-Paulette Goddard	(F)	1/3/41	b11/30/40
Texas Rangers Ride Again (W)	67	J. Howard-Ellen Drew-M. Robson	(F)	12/13/40	b11/9/40
Three Men From Texas (W)	75	William Boyd-Russell Hayden	(F)	11/15/40	b9/14/40
Victory (D)	79	Fredric March-Betty Field	(A)	1/17/41	b12/21/40
World in Flames (Doc)	60	Newsreel Compilation	(A)	10/25/40	b10/19/40

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Border Vigilantes (W)		Bill Boyd-Russell Hayden		4/4/41	a1/11/41
Caught in the Draft (C)		Bob Hope-Dorothy Lamour		5/30/41	In Prod.
Hard Boiled Canary (Former title "There's Magic in Music")		Allan Jones-Susanna Foster		3/7/41	a8/10/40
In Old Colorado		Wm. Boyd-Russell Hayden		2/28/41	a11/23/40
I Wanted Wings (D)		Brian Donlevy-Ray Milland		4/25/41	a12/7/40
Kiss the Boys Goodbye		D. Ameche-M. Martin-O. Levant		7/18/41	In Prod.
Lady Eve (D)		Barbara Stanwyck-Henry Fonda		3/21/41	a11/23/40
Las Vegas Nights (Mu-C)		Phil Regan-Bert Wheeler-Dorsey		3/28/41	a1/18/41
Mad Doctor (D) (Former title "Destiny")		Basil Rathbone-Ellen Drew		2/14/41	a2/17/40
Men of Action (W)		William Boyd-Russell Hayden			In Prod.
Monster and the Girl (D) (Former title "DOA")		Ellen Drew-Onslow Stevens		5/16/41	a9/28/40
New York Town		Mary Martin-Fred MacMurray			a11/30/40
One Night in Lisbon (D)		Madeleine Carroll-Fred MacMurray		6/13/41	In Prod.
Pirates on Horseback (W)		Wm. Boyd-Russell Hayden		6/6/41	a1/25/41
Power Dive		Richard Arlen-Jean Parker			In Prod.
Reaching for the Sun (D)		Joel McCrea-Ellen Drew		5/9/41	a11/2/40
Road to Zanzibar		Crosby-Lamour-Hope		4/11/41	a12/7/40
Round-Up (W)		Richard Dix-Patricia Morison		4/18/41	a10/26/40
Shepherd of the Hills (D)		John Wayne-Betty Field (Tech.)		8/15/41	a11/9/40
Skylark		Claudette Colbert-Ray Milland			In Prod.
Virginia (Tech.) (D)	108	Madeleine Carroll-F. MacMurray	(F)	2/21/41	b1/18/41
You're the One (Mu)		Orrin Tucker-Bonnie Baker		2/7/41	a11/9/40

R.K.O.-RADIO

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Abe Lincoln In Illinois (D)	107	Raymond Massey-Ruth Gordon	(F)	4/19/40	b1/6/40
Anne of Windy Poplars (D)	89	Anne Shirley-James Ellison	(F)	6/28/40	b6/22/40
Beyond Tomorrow (D)	84	Richard Carlson-Jean Parker	(A)	5/10/40	b3/30/40
Bill of Divorcement (D)	73	Maureen O'Hara-Adolphe Menjou	(A)	5/31/40	b3/16/40
Bullet Code (W)	59	George O'Brien-Virginia Vale	(F)	4/12/40	b3/2/40
Courageous Dr. Christian (D)	67	Jean Hersholt-Dorothy Lovett	(F)	4/5/40	b3/23/40
Cross Country Romance (C)	66	Gene Raymond-Wendy Barrie	(F)	7/12/40	b6/29/40
Curtain Call (C)	61	Barbara Reed-John Archer	(F)	4/26/40	b4/13/40
Dance, Girl, Dance (D)	82	Maureen O'Hara-Louis Hayward	(A)	8/23/40	b8/31/40
Dr. Christian Meets the Women (D)	63	Jean Hersholt-Dorothy Lovett	(F)	7/5/40	b6/29/40
Irene (Mu-C) (Part Tech.)	101	Anna Neagle-Ray Milland	(F)	5/3/40	b4/20/40
Isle of Destiny (D)	83	Ford-Lang-Gargan	(F)	3/8/40	b3/2/40
Little Orvie (C)	66	Johnny Sheffield-Ernest Truex	(F)	3/1/40	b3/2/40
Lucky Partners (C)	101	Ginger Rogers-Ronald Colman	(A)	8/23/40	b8/17/40
Marines Fly High (D)	67	Richard Dix-Lucille Ball	(F)	2/2/40	b2/17/40
Millionaire Playboy (C)	66	Joe Penner-Linda Hayes	(F)	3/15/40	b3/2/40
Millionaires in Prison (D)	62	Lee Tracy-Linda Hayes	(A)	7/26/40	b6/29/40
My Favorite Wife (C)	83	Dunne-Grant-Scott	(A)	5/17/40	b5/4/40
One Crowded Night (D)	66	Billie Seward-Don Costello	(A)	8/9/40	b8/3/40
Pinocchio (FA)	85	Technicolor Cartoon	(F)	2/23/40	b2/3/40
Pop Always Pays (C)	66	Leon Errol-Dennis O'Keefe	(F)	6/21/40	b6/22/40
Prairie Law (W)	62	Geo. O'Brien-Virginia Vale	(F)	6/7/40	b6/22/40
Primrose Path (D)	93	Ginger Rogers-Joel McCrea	(A)	3/22/40	b3/16/40
Queen of Destiny (H-D) (Reviewed as "Sixty Glorious Years")	90	Neagle-Walbrook (Tech.)	(F)	8/2/40	b10/29/38
Saint Takes Over (D)	60	Geo. Sanders-Wendy Barrie	(F)	6/7/40	b4/27/40
Stage to Chino (W)	59	George O'Brien	(F)	7/26/40	b7/27/40
Stranger on the Third Floor (D)	62	Peter Lorre-Margaret Tallichet	(A)	8/16/40	b9/7/40
Swiss Family Robinson (D)	93	Mitchell-Best-Bartholomew	(F)	2/16/40	b2/3/40
Tom Brown's Schooldays (D)	84	Jimmy Lydon-Hardwicke	(F)	7/19/40	b6/22/40
Triple Justice (W)	66	Geo. O'Brien-Virginia Vale	(F)	9/27/40	b10/19/40
Vigil in the Night (D)	96	Carole Lombard-Brian Aherne	(A)	2/9/40	b2/10/40
Wildcat Bus (D)	62	Fay Wray-Charles Lang	(F)	8/23/40	b8/17/40
You Can't Fool Your Wife (C)	68	Lucille Ball-James Ellison	(F)	5/24/40	b5/25/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Convoy (D)	89	Clive Brook-John Clements	(F)	1/3/41	b12/7/40
Dreaming Out Loud (C)	81	Lum & Abner-Frances Langford	(F)	9/13/40	b9/14/40
Fargo Kid (W)	65	Tim Holt-Jane Drummond	(F)	12/6/40	b11/2/40
I'm Still Alive (D)	66	Linda Hayes-Kent Taylor	(F)	9/27/40	b9/21/40
Kitty Foyle (D)	105	Ginger Rogers-Dennis Morgan	(A)	12/27/40	b12/28/40
Laddie (D)	88	Tim Holt-Virginia Gilmore	(F)	10/18/40	b9/21/40
Let's Make Music (Mu-C)	84	Bob Crosby-Jean Rogers	(F)	1/17/41	b12/14/40
Li'l Abner (C)	78	Granville Owen-Kay Sutton	(F)	11/1/40	b11/9/40
Little Men (D)	84	Kay Francis-Lydon-Oakie	(F)	1/10/41	b12/7/40
Men Against the Sky (D)	74	Richard Dix-Wendy Barrie	(F)	9/6/40	b8/24/40
Mexican Spitfire Out West (C)	75	Lupe Velez-Leon Errol	(A)	11/15/40	b10/12/40
Mr. and Mrs. Smith (C)	95	Carole Lombard-Robt. Montgomery	(A)	1/31/41	b1/18/41
No, No, Nanette (Mu)	96	Anna Neagle-Richard Carlson	(F)	12/20/40	b12/21/40
Ramparts We Watch (Doc)	90	March of Time Feature	(F)	8/16/40	b7/27/40
Remedy For Riches (D)	60	Jean Hersholt-Dorothy Lovett	(F)	11/29/40	b11/23/40

R.K.O.-RADIO

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Saint in Palm Springs (My)	67	George Sanders-Wendy Barrie	(F)	1/24/41	b1/4/41
They Knew What They Wanted (D)	96	Charles Laughton-Carole Lombard	(A)	10/25/40	b10/12/40
Too Many Girls (Mu)	85	Richard Carlson-Lucille Ball	(A)	11/8/40	b10/12/40
Villain Still Pursued Her (D)	66	Anita Louise-Richard Cromwell	(F)	10/11/40	b7/27/40
Wagon Train (W)	62	Tim Holt-Martha O'Driscoll	(F)	10/4/40	b10/12/40
You'll Find Out (My-C)	97	Kay Kyser-Peter Lorre-Karloff	(F)	11/22/40	b11/16/40

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Along the Rio Grande (W)	66	Tim Holt-Betty Jane Rhodes	(F)	2/7/41	b2/1/41
Bambi		Disney Cartoon Feature			In Prod.
Citizen Kane (D)		Orson Welles-Dorothy Comingore		2/28/41	In Prod.
Devil and Miss Jones		Jean Arthur-Chas. Coburn		3/14/41	In Prod.
Footlight Fever (C) (Former title "Show Business")		Alan Mowbray-Donald McBride		3/21/41	a1/18/41
Girl, A Guy and A Gob		Geo. Murphy-Lucille Ball		2/14/41	a11/16/40
Melody for Three (D)		Jean Hersholt-Fay Wray		3/28/41	a1/11/41
Playgirl (C-D)	75	Kay Francis-James Ellison	(A)	3/7/41	b12/21/40
Reluctant Dragon		Benchley and Cartoon Characters			In Prod.
Scattergood Baines (C)		Guy Kibbee-Dink Trout		2/21/41	a1/18/41
Sunny (Mu)		A. Neagle-J. Carroll-R. Bolger			In Prod.
They Met In Argentina (Mu)		Ellison-O'Hara-Ebsen		4/25/41	In Prod.

REPUBLIC

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Carolina Moon (Mu-W)	65	Gene Autry-Burnette-June Storey	(F)	7/15/40	b7/20/40
Carson City Kid (W)	57	Roy Rogers-"Gabby" Hayes	(F)	7/1/40	b6/22/40
Crooked Road (D)	66	Edmund Lowe-Irene Hervey	(A)	5/10/40	b5/11/40
Covered Wagon Days (W)	56	Three Mesquiteers	(F)	4/22/40	b5/11/40
Dark Command (H-D)	94	John Wayne-Claire Trevor	(F)	4/15/40	b4/13/40
Earl of Puddlestone (C)	67	The Gleasons	(F)	8/31/40	b8/17/40
Forgotten Girls (D)	68	Louise Platt-Donald Woods	(F)	3/15/40	b3/23/40
Gangs of Chicago (D)	66	Lola Lane-Lloyd Nolan-MacLane	(F)	5/19/40	b5/25/40
Gaucho Serenade (W)	66	Gene Autry-Smiley Burnette	(F)	5/10/40	b5/18/40
Ghost Valley Raiders (W)	57	Donald Barry-Lona Andre	(F)	3/26/40	b4/6/40
Girl From God's Country (D)	75	Chester Morris-Chas. Bickford	(F)	7/30/40	b7/27/40
Grand Ole Opry (C)	68	Weaver Bros. & Elviry	(F)	6/25/40	b7/13/40
Grandpa Goes to Town (C)	66	The Gleasons-Harry Davenport	(F)	4/19/40	b4/20/40
Hi-Yo Silver (W)	69	Silver Chief-Lynn Roberts	(F)	4/10/40	b4/20/40
In Old Missouri (C)	67	Weaver Bros.-Elviry	(F)	4/17/40	b5/4/40
One Man's Law (W)	57	Don Barry-Janet Waldo	(F)	6/29/40	b7/13/40
Pioneers of the West (W)	56	Three Mesquiteers	(F)	3/12/40	b3/16/40
Rancho Grande (W)	68	Gene Autry-Smiley Burnette	(F)	3/22/40	b3/30/40
Ranger and the Lady (W)	59	Roy Rogers-George Hayes	(F)	7/30/40	b7/27/40
Rocky Mountain Rangers (W)	58	Three Mesquiteers	(F)	5/24/40	b6/8/40
Scatterbrain (C)	73	Judy Canova-Alan Mowbray	(F)	7/20/40	b7/13/40
Sing, Dance, Plenty Hot (Mu)	72	Ruth Terry-Johnny Downs	(F)	8/10/40	b8/3/40
Three Faces West (D) (Reviewed as "The Refugee")	81	J. Wayne-Sigrid Gurie-C. Coburn	(F)	7/12/40	b6/22/40
Wagons Westward (D)	69	Chester Morris-Anita Louise	(F)	6/19/40	b6/29/40
Women in War (D)	71	Elsie Janis-Wendy Barrie	(F)	6/6/40	b6/1/40
Young Buffalo Bill (W)	59	Roy Rogers-George Hayes	(F)	4/12/40	b4/20/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Arkansas Judge (C)	72	Rogers-Weaver Bros. and Elviry	(F)	1/28/41	b1/25/41
Barnyard Follies (Mu)	67	Mary Lee-June Storey-Rufe Davis	(F)	12/6/40	b11/23/40
Behind the News (D)	74	Lloyd Nolan-Doris Davenport	(F)	12/20/40	b12/21/40
Border Legion (W)	58	Roy Rogers-Geo. "Gabby" Hayes	(F)	12/5/40	b11/30/40
Bowery Boy (D)	71	Dennis O'Keefe-Louise Campbell	(F)	12/27/40	b1/4/41
Colorado (W)	57	Roy Rogers-George Hayes	(F)	9/15/40	b9/7/40
Friendly Neighbors (C)	67	Weaver Bros. & Elviry	(F)	11/7/40	b11/16/40
Frontier Vengeance (W)	57	Don Barry-Betty Moran	(F)	10/10/40	b10/12/40
Girl From Havana (D)	69	Dennis O'Keefe-Victor Jory	(A)	9/11/40	b9/14/40
Hit Parade of 1941 (Mu-C)	88	Kenny Baker-Frances Langford	(F)	10/15/40	b10/19/40
Lone Star Raiders (W)	57	Three Mesquiteers	(F)	12/23/40	b12/21/40
Meet the Missus (C)	68	Roscoe Karns-Ruth Donnelly	(F)	11/29/40	b11/23/40
Melody and Moonlight (Mu)	72	Johnny Downs-Vera Vague	(F)	10/11/40	b10/5/40
Melody Ranch (Mu-C)	84	Gene Autry-Jimmy Durante	(F)	11/15/40	b11/23/40
Oklahoma Renegades (W)	57	Three Mesquiteers	(F)	8/29/40	b8/17/40
Petticoat Politics (C)		Roscoe Karns-Lois Ranson		1/31/41	a1/11/41
Ride, Tenderfoot, Ride (W)	65	Autry-Burnette-June Story	(F)	9/6/40	b8/24/40
Ridin' on a Rainbow (Mu-W)	79	Gene Autry-Smiley Burnette	(F)	1/24/41	b2/1/41
Robin Hood of the Pecos (W)	59	Roy Rogers-George Hayes	(F)	1/14/41	b1/18/41
Texas Terrors (W)	57	Don Barry-Al St. John	(F)	11/22/40	b11/23/40
Trail Blazers (W)	58	Three Mesquiteers	(F)	11/11/40	b11/2/40
Tulsa Kid (W)	57	Don "Red" Barry	(F)	8/16/40	b8/3/40
Under Texas Skies (W)	57	Three Mesquiteers	(F)	9/30/40	b9/21/40
Who Killed Aunt Maggie? (My)	69	John Hubbard-Wendy Barrie	(A)	11/1/40	b11/2/40
Wyoming Wildcat (W)	56	Don Barry-Julie Duncan	(F)	1/6/41	b1/11/41
Young Bill Hickok (W)	59	Roy Rogers-Geo. Hayes	(F)	10/21/40	b10/5/40

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Back In the Saddle Again (Mu-W)		Gene Autry-Smiley Burnette			In Prod.
Bad Man From Rio (W)		Don Barry-Virginia Carroll		2/14/41	a1/18/41
Citadel of Crime (D)		John Wayne-F. Dee-Edw. Ellis			a2/1/41
Great Train Robbery		Bob Steele-Claire Carleton			In Prod.
Prairie Pioneers (W)		Three Mesquiteers		2/16/41	a1/18/41
Sis Hopkins (C)		Judy Canova-Jerry Colonna			In Prod.

20TH CENT.-FOX

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Blue Bird (Tech.) (FA)	83	Shirley Temple-G. Sondergaard	(F)	3/22/40	b1/27/40
Charlie Chan's Murder Cruise (My)	75	Sidney Toler-Marjorie Weaver	(F)	6/21/40	b5/11/40
Charlie Chan in Panama (D)	67	Sidney Toler-Jean Rogers	(F)	3/1/40	b2/10/40
Earthbound (D)	67	Warner Baxter-Andrea Leeds	(A)	6/7/40	b6/8/40
Four Sons (D)	89	Ameche-Leontovitch-Alan Curtis	(A)	6/14/40	b6/1/40
Free, Blonde and 21 (C)	74	Lynn Bari-Joan Davis	(F)	3/29/40	b2/17/40
Girl in 313 (My)	56	Florence Rice-Joan Valerie	(A)	5/31/40	b6/22/40
Grapes of Wrath (D)	129	Fonda-Bowdon-Grapewin	(A)	3/15/40	b1/27/40
I Was An Adventuress (D)	61	Zorina-Richard Greene	(A)	5/10/40	b5/4/40
Johnny Apollo (D)	83	Tyrone Power-Dorothy Lamour	(A)	4/19/40	b4/13/40
Lillian Russell (D)	127	Alice Faye-Don Ameche	(F)	5/24/40	b5/18/40
Little Old New York (D)	100	Alice Faye-MacMurray-Greene	(F)	2/9/40	b2/3/40
Lucky Cisco Kid (D)	68	Cesar Romero-Mary Hughes	(F)	6/28/40	b6/1/40
Man Who Wouldn't Talk (D)	61	Lloyd Nolan-Jean Rogers	(A)	2/2/40	b1/20/40
Manhattan Heartbeat (D)	72	Virginia Gilmore-Joan Davis	(F)	7/12/40	b6/8/40
Maryland (D) (Tech.)	92	B. Joyce-Payne-Brennan	(F)	7/19/40	b7/6/40
On Their Own (C)	63	Jones Family	(F)	5/17/40	b4/13/40
Sailor's Lady (D)	66	Nancy Kelly-Jon Hall	(F)	7/5/40	b7/6/40
Shooting High (Mu-D)	63	Withers-Autry-Weaver	(F)	4/26/40	b3/9/40
So This Is London (C)	70	Geo. Sanders-Drayton-Churchill	(A)	5/3/40	b2/4/35
Star Dust (D)	83	Linda Darnell-John Payne	(F)	4/5/40	b4/6/40
They Came By Night (D)	73	Will Fyffe	(F)	2/23/40	b3/9/40
Viva Cisco Kid (D)	70	Cesar Romero-Chris-Pin Martin	(F)	4/12/40	b3/23/40
Young as You Feel (C)	59	Jones Family	(F)	2/16/40	b2/3/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Brigham Young, Frontiersman (H-D)	112	Tyrone Power-Linda Darnell	(A)	9/27/40	b8/31/40
Chad Hanna (CS-D) (Tech.)	88	Henry Fonda-Linda Darnell	(A)	12/27/40	b12/14/40
Charlie Chan At the Wax Museum (My)	62	Sidney Toler-Joan Valerie	(F)	9/6/40	b8/3/40
Charter Pilot (D)	70	Lynn Bari-Lloyd Nolan	(F)	12/6/40	b11/23/40
Down Argentine Way (Mu)	88	Don Ameche-Betty Grable (Tech.)	(F)	10/11/40	b10/5/40
Elsa Maxwell's Pub. Deb. #1 (C)	80	G. Murphy-B. Joyce-C. Ruggles	(F)	9/13/40	b8/31/40
Gay Caballero (D)	57	Cesar Romero-Betty McLaughlin	(F)	10/4/40	b9/28/40
Girl from Avenue A (C)	76	Jane Withers-Kent Taylor	(F)	8/9/40	b8/10/40
Girl in the News (D)	78	Margaret Lockwood-Barry Barnes	(F)	1/31/41	b1/4/41
Great Profile (C)	70	John Barrymore-Mary Hughes	(A)	10/25/40	b8/17/40
Hudson's Bay (H-D)	94	Paul Muni-Gene Tierney	(F)	1/3/41	b12/28/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

20TH CENT.-FOX

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Jennie (D)	78	Doris Bowden-Geo. Montgomery	(F)	12/20/40	b12/7/40
Man I Married (D)	76	Joan Bennett-Francis Lederer	(A)	8/2/40	b7/20/40
Mark of Zorro (D)	92	Tyrone Power-Linda Darnell	(F)	11/8/40	b11/9/40
Michael Shayne, Private Detective (My)	77	Lloyd Nolan-Marjorie Weaver	(F)	1/10/41	b12/28/40
Murder Over New York (My)	65	Sidney Toler-Marjorie Weaver	(F)	**12/13/40**	**b12/7/40**
Night Train (D)	95	Margaret Lockwood-Rex Harrison. (A) Reviewed as "In Disguise")	(A)	10/18/40	b8/3/40
Pier 13 (C-D)	66	Lynn Bari-Lloyd Nolan	(F)	8/23/40	b8/17/40
Return of Frank James (D)	92	H. Fonda-J. Cooper (Tech.)	(F)	8/16/40	b8/17/40
Romance of the Rio Grande (W)	73	Cesar Romero-Patricia Morison	(F)	1/17/41	b12/28/40
Street of Memories (D)	71	Guy Kibbee-Lynn Roberts	(A)	11/15/40	b7/6/40
Tall, Dark and Handsome (D)	78	Cesar Romero-Milton Berle	(A)	1/24/41	b1/18/41
Tin Pan Alley (Mu)	94	Alice Faye-B. Grable-J. Oakie	(F)	11/29/40	b11/23/40
Yesterday's Heroes (D)	65	Jean Rogers-Rob't Sterling	(F)	9/20/40	b9/21/40
Young People (C-D)	78	Shirley Temple-Jack Oakie	(F)	8/30/40	b7/13/40
Youth Will Be Served (D)	68	Jane Withers-Robert Conway	(F)	11/22/40	b9/28/40

Coming 1940-41

Title	Stars		Rel. Date	See Issue of
Blood and Sand (Tech.)	Tyrone Power-Linda Darnell		5/30/41	In Prod.
Bride Wore Crutches (C-D) 59	Lynne Roberts-Ted North	(F)	7/4/41	b7/27/40
Cowboy and the Blonde	Mary Beth Hughes-G. Montgomery		5/23/41	In Prod.
Dead Men Tell (My)	Sidney Toler		3/28/41	In Prod.
For Beauty's Sake (My-C)	Ned Sparks-Marjorie Rambeau		6/27/41	a8/17/40
Golden Hoofs (C)	Jane Withers-Buddy Rogers		2/14/41	a11/2/40
Great American Broadcast	Alice Faye-John Payne-Jack Oakie		5/2/41	In Prod.
Murder Among Friends	John Hubbard-Marjorie Weaver		3/14/41	a1/18/41
Outlaw, The	Walter Huston-Thos. Mitchell		3/21/41	In Prod.
Ride Kelly Ride (D) 59	Marvin Stephens-Rita Quigley	(F)	2/7/41	b1/25/41
Ride On, Vaquero (W)	Cesar Romero-Mary Beth Hughes.		4/18/41	a1/25/41
Scotland Yard (D)	Edmund Gwenn-Nancy Kelly		2/28/41	a1/18/41
Sleepers West (D)	Lloyd Nolan-Lynn Bari		4/4/41	a1/25/41
That Night in Rio (Mu) (Tech.) (Former title "Road to Rio")	Alice Faye-Don Ameche		4/11/41	a1/25/41
Tobacco Road (D)	Tierney-Grapewin-Rambeau		3/7/41	In Prod.
Very Young Lady (C)	Jane Withers-Nancy Kelly		6/6/41	In Prod.
Western Union (D) (Tech.)	Rob't Young-Randolph Scott		2/21/41	a12/7/40

UNITED ARTISTS

Current

Title	Mins.	Stars		Rel. Date	See Issue of
Blackout (D)	81	Conrad Veidt-Valerie Hobson	(F)	11/29/40	b10/19/40
Captain Caution (D)	88	V. Mature-Louise Platt-B. Cabot	(A)	8/9/40	b8/3/40
Chump At Oxford (C)	63	Stan Laurel-Oliver Hardy	(F)	2/16/40	b2/17/40
Foreign Correspondent (D)	120	Joel McCrea-Herbert Marshall	(F)	8/16/40	b8/17/40
House Across the Bay (D)	88	Joan Bennett-George Raft	(A)	3/1/40	b3/2/40
Kit Carson (D)	96	Jon Hall-Dana Andrews		8/30/40	b8/31/40
Long Voyage Home (D)	103	John Wayne-Thos. Mitchell	(A)	11/22/40	b10/12/40
My Son, My Son! (D)	116	Brian Aherne-Madeleine Carroll	(A)	3/22/40	b3/9/40
1,000,000 B.C. (D)	80	John Hubbard-Carole Landis	(F)	4/5/40	b4/13/40
Our Town (D)	90	Fay Bainter-Frank Craven	(F)	5/24/40	b5/18/40
Over the Moon (C-D)	78	Oberon-Rex Harrison (Tech.)	(F)	3/29/40	b11/11/39
Pastor Hall (D)	96	Wilfred Lawson-Nova Pilbeam	(F)	9/13/40	b7/27/40
Rebecca (D)	130	Olivier-Anderson-Fontaine	(A)	4/12/40	b3/23/40
Road Show (C)		Adolphe Menjou-Carole Landis	(F)	1/24/41	b1/11/41
Saps at Sea (C)	56	Stan Laurel-Oliver Hardy		5/3/40	b4/27/40
Son of Monte Cristo (D)	104	Joan Bennett-Louis Hayward	(F)	1/10/41	b12/7/40
South of Pago Pago (D)	97	Jon Hall-Victor McLaglen	(F)	7/18/40	b7/20/40
Thief of Bagdad (FA)	109	Sabu-Conrad Veidt (Tech.)	(F)	12/25/40	b10/19/40
Turnabout (C)	83	Carole Landis-Hubbard-Menjou	(A)	5/17/40	b5/4/40
Westerner (D)	99	Gary Cooper-Walter Brennan	(F)	9/20/40	b9/21/40

Coming

Title	Mins.	Stars		Rel. Date	See Issue of
Broadway Limited (D)	100	Victor McLaglen-Dennis O'Keefe.			In Prod.
Cheers for Miss Bishop (D)	100	Martha Scott-William Gargan	(F)		In Prod.
Great Dictator, The (C)	126	Charles Chaplin-P. Goddard	(F)		b10/19/40
Major Barbara		Wendy Hiller-Robert Morley			In Prod.
New Wine		Ilona Massey-Binnie Barnes			In Prod.
Pot O' Gold		James Stewart-Paulette Goddard			In Prod.
So Ends Our Night (D)	121	Fredric March-Margaret Sullavan	(A)		a11/30/40
That Hamilton Woman (H-D) (Former title "Lady Hamilton")		Vivien Leigh-Laurence Olivier			a11/30/40
That Uncertain Feeling		Oberon-Douglas-Meredith			a12/14/40
Topper Returns (C)		Joan Blondell-Carole Landis			a12/14/40

UNIVERSAL

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Alias the Deacon (C)	73	Bob Burns	(F)	5/17/40	b5/4/40
Bad Man from Red Butte (W)	58	J. M. Brown-Baker-Fuzzy Knight	(F)	5/31/40	b6/15/40
Big Guy (D)	77	McLaglen-Cooper-Munson	(A)	2/2/40	b5/11/40
Black Diamonds (D)	60	Richard Arlen-Andy Devine	(F)	7/19/40	b7/27/40
Black Friday (D)	64	Boris Karloff-Bela Lugosi	(A)	4/12/40	b3/9/40
Boys From Syracuse (C)	73	A. Jones-Martha Raye-J. Penner	(F)	8/9/40	b7/13/40
Danger on Wheels (D)	61	Richard Arlen-Andy Devine	(F)	2/2/40	b5/11/40
Double Alibi (My)	65	Wayne Morris-Margaret Lindsay	(A)	3/1/40	b2/24/40
Enemy Agent (D)	60	Robt. Armstrong-Helen Vinson	(F)	4/19/40	b4/13/40
Framed (D)	60	Constance Moore-R. Armstrong	(A)	2/23/40	b5/11/40
Half a Sinner (D)	59	Heather Angel-John King	(F)	4/5/40	b6/1/40
Honeymoon Deferred (D)	59	Margaret Lindsay-Edmund Lowe	(F)	2/16/40	b2/24/40
Hot Steel (D)	61	Richard Arlen-Andy Devine	(F)	5/24/40	b6/29/40
House of the Seven Gables (D)	88	Vincent Price-Margaret Lindsay	(A)	4/12/40	b3/9/40
I Can't Give You Anything But Love Baby (C)	61	Peggy Moran-Johnny Downs	(F)	6/21/40	b5/11/40
If I Had My Way (Mu-C)	87	Bing Crosby-Gloria Jean	(F)	5/3/40	b4/27/40
It's a Date (Mu-D)	103	Deanna Durbin-Kay Francis	(F)	3/22/40	b3/23/40
La Conga Nights (C)	60	Hugh Herbert	(F)	5/31/40	b5/18/40
Love, Honor and Oh, Baby (C)	60	Wallace Ford-Kathryn Adams	(F)	6/7/40	b6/8/40
Ma! He's Making Eyes at Me (C)	61	Tom Brown-Constance Moore	(F)	3/15/40	b4/13/40
My Little Chickadee (C)	83	Mae West-W. C. Fields	(A)	2/9/40	b2/10/40
Private Affairs (C-D)	73	N. Kelly-R. Young-R. Cummings	(F)	7/5/40	b6/15/40
Riders of Pasco Basin (W)	56	J. M. Brown-Bob Baker	(F)	4/5/40	b5/25/40
Sandy Is a Lady (C)	64	Sandy-Mischa Auer-Nan Grey	(F)	6/14/40	b5/25/40
Ski Patrol (D)	64	Luli Deste-Philip Dorn	(F)	5/10/40	b5/11/40
Son of Roaring Dan (W)	63	J. M. Brown-Jeanne Kelly	(F)	7/26/40	b8/17/40
South to Karanga (D)	59	C. Bickford-L. Deste	(F)	8/2/40	b8/10/40
When the Daltons Rode (W-D)	80	Kay Francis-Randolph Scott	(F)	8/23/40	b8/3/40
You're Not So Tough (D)	72	Dead End Kids-Nan Grey	(F)	7/26/40	b6/1/40
Zanzibar (D)	72	Lola Lane-James Craig	(F)	3/8/40	b3/30/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Argentine Nights (C)	73	Ritz Brothers-Andrews Sisters	(F)	9/6/40	b9/7/40
Bank Dick (C)	74	W. C. Fields-Una Merkel	(F)	11/29/40	b12/7/40
Boss of Bullion City (W)	59	J. M. Brown-Fuzzy Knight		1/10/41	a9/14/40
Buck Privates (C)		Abbott & Costello-Andrews Sisters		1/31/41	a2/1/41
Devil's Pipeline (D)	65	Richard Arlen-Andy Devine	(F)	11/1/40	b11/16/40
Diamond Frontier (D)	71	Victor McLaglen-John Loder		10/4/40	b10/12/40
Fugitive, The (D)	75	Ralph Richardson-Diana Wynyard	(A)	9/20/40	b6/22/40
Give Us Wings (D)	69	Billy Halop-Huntz Hall		12/20/40	b11/16/40
Hired Wife (C)	95	Rosalind Russell-Brian Aherne	(A)	9/13/40	b9/14/40
I'm Nobody's Sweetheart Now (C)	62	Helen Parrish-Dennis O'Keefe	(F)	11/1/40	b8/10/40
Invisible Woman (D)	72	John Barrymore-Virginia Bruce	(A)	12/27/40	b1/4/41
Law and Order (W)	57	J. M. Brown-Fuzzy Knight	(F)	10/18/40	b11/30/40
Leather Pushers (D)	64	Andy Devine-Richard Arlen	(F)	9/13/40	b9/7/40
Little Bit of Heaven (C)	87	Gloria Jean-R. Stack-Nan Grey	(F)	10/11/40	b10/12/40
Lucky Devils (D)	64	Richard Arlen-Andy Devine	(F)	1/3/41	b12/28/40
Margie (C)	59	Tom Brown-Nan Grey-M. Auer	(F)	12/6/40	b9/21/40
Meet the Wildcat (D)	63	Margaret Lindsay-Ralph Bellamy	(F)	11/22/40	b10/12/40
Mummy's Hand (D)	67	Dick Foran-Wallace Ford	(A)	9/20/40	b8/31/40
One Night in the Tropics (C)	82	Allan Jones-Nancy Kelly	(F)	11/15/40	b11/2/40
Pony Post (W)	59	Johnny Mack Brown	(F)	11/8/40	b12/21/40
Ragtime Cowboy Joe (W)	58	J. Mack Brown-Fuzzy Knight	(F)	9/20/40	b10/5/40
Sandy Gets Her Man (C)	65	Baby Sandy-S. Erwin-Una Merkel	(F)	11/8/40	b11/2/40
San Francisco Docks (D)	65	Burgess Meredith-Irene Hervey	(A)	1/10/41	b12/7/40
Seven Sinners (D)	84	Marlene Dietrich-John Wayne	(A)	10/25/40	b11/2/40

UNIVERSAL

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Six Lessons From Madame La Zonga (C)	60	Lupe Velez-Leon Errol	(F)	1/17/41	b1/18/41
Slightly Tempted (C)	61	Hugh Herbert-Johnny Downs	(F)	10/18/40	b8/10/40
Spring Parade (Mu)	90	Deanna Durbin-Rob't. Cummings	(F)	9/27/40	b9/28/40
Trail of the Vigilantes (W-C)	75	Franchot Tone-Crawford-Devine	(F)	12/13/40	b12/14/40
Where Did You Get That Girl? (Mu-C)	67	Helen Parrish-Chas. Lang	(F)	1/3/41	b12/28/40

Coming 1940-41

Title	Stars		Rel. Date	See Issue of
Back Street (D)	Chas. Boyer-M. Sullavan		2/7/41	a1/11/41
Black Cat (C)	Hugh Herbert-Broderick Crawford			In Prod.
Bury Me Not on the Lone Prairie (W)	J. M. Brown-Fuzzy Knight		3/21/41	a12/2/40
Dangerous Game (D) (Former title, "Who Killed Doc Robin?")	Richard Arlen-Andy Devine		8/22/41	a10/19/40
Dark Streets of Cairo (D) 58	Sigrid Gurie-Ralph Byrd	(F)	2/28/41	b12/7/40
Flame of New Orleans (C-D)	Dietrich-Roland Young-Cabot		4/11/41	In Prod.
Lady From Cheyenne (D)	Loretta Young-Rob't Preston		3/28/41	In Prod.
Man Made Monster (D) (Former title "Mysterious Dr. R.")	Frank Albertson-Lon Chaney, Jr.		4/4/41	a12/21/40
Man Who Lost Himself (D)	Brian Aherne-Kay Francis		4/25/41	In Prod.
Meet the Chump (C) 60	Hugh Herbert-Lewis Howard	(F)	2/14/41	b2/1/41
Mister Dynamite	Lloyd Nolan-Irene Hervey		3/7/41	In Prod.
Model Wife (D)	Joan Blondell-Dick Powell		3/14/41	In Prod.
Nice Girl (Mu-C)	Deanna Durbin-Franchot Tone		2/21/41	a12/14/40
Oh, Charlie	Abbott & Costello-Evelyn Ankers		5/30/41	In Prod.

WARNER BROS.

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
All This and Heaven Too (D)	143	Bette Davis-Charles Boyer	(A)	7/13/40	b6/22/40
Angel from Texas (C)	69	Albert-Wyman-Reagan	(F)	4/27/40	b4/13/40
Brother Orchid (C-D)	90	E. G. Robinson-Sothern-Bellamy	(F)	6/8/40	b6/1/40
Calling Philo Vance (My)	62	James Stephenson	(F)	2/3/40	b2/3/40
Castle on the Hudson (D)	76	Garfield-O'Brien-Sheridan	(A)	2/17/40	b3/2/40
Dr. Ehrlich's Magic Bullet (D)	102	Edw. G. Robinson-Ruth Gordon	(A)	3/2/40	b2/10/40
Flight Angels (D)	74	Ralph Bellamy-Dennis Morgan	(F)	5/18/40	b5/11/40
Flowing Gold (D)	82	Pat O'Brien-John Garfield	(A)	8/24/40	b8/24/40
Fugitive from Justice (D)	53	Roger Pryor-Lucille Fairbanks	(A)	6/15/40	b6/8/40
Gambling on the High Seas (D)	58	Wayne Morris-Jane Wyman	(F)	6/22/40	b2/24/40
Granny Get Your Gun (D)	56	May Robson-Harry Davenport	(F)	2/10/40	b1/6/40
It All Came True (D)	97	Ann Sheridan-Jeffrey Lynn	(A)	4/6/40	b3/23/40
King of Lumberjacks (D)	61	John Payne-Gloria Dickson	(F)	4/13/40	b2/24/40
Ladies Must Live (C)	59	Rosemary Lane-Wayne Morris	(F)	7/20/40	b8/24/40
Man Who Talked Too Much (D)	75	Geo. Brent-Virginia Bruce	(A)	7/6/40	b6/29/40
Money and the Woman (D)	65	Jeffrey Lynn-Brenda Marshall	(F)	8/17/40	b8/17/40
Murder in the Air (D)	55	Ronald Reagan-Lya Lys	(F)	8/1/40	b2/24/40
My Love Came Back (C-D)	85	De Havilland-J. Lynn-J. Wyman	(F)	7/20/40	b6/29/40
River's End (D)	70	Dennis Morgan-George Tobias	(F)	8/10/40	b8/24/40
Saturday's Children (D)	101	John Garfield-Anne Shirley	(F)	5/11/40	b4/13/40
Sea Hawk (D)	127	Flynn-Marshall-Crisp	(F)	8/31/40	b7/20/40
Tear Gas Squad (D)	58	D. Morgan-J. Payne-G. Dickson	(F)	5/4/40	b3/23/40
They Drive by Night (D)	93	Raft-Sheridan-Bogart	(A)	8/3/40	b7/13/40
Three Cheers for the Irish (C-D)	100	Priscilla Lane-Dennis Morgan	(F)	3/16/40	b3/9/40
'Til We Meet Again (D)	100	Merle Oberon-George Brent	(F)	4/20/40	b4/6/40
Torrid Zone (D)	88	Cagney-O'Brien-Sheridan	(A)	5/25/40	b5/11/40
Virginia City (H-W)	121	Flynn-Hopkins-Scott	(F)	3/23/40	b3/23/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Always a Bride (C)	58	Rosemary Lane-George Reeves	(F)	11/2/40	b11/30/40
Calling All Husbands (C)	64	Geo. Tobias-Lucille Fairbanks	(F)	9/7/40	b8/31/40
Case of the Black Parrot (My)		Wm. Lundigan-Maris Wrixon		1/11/41	a11/16/40
City for Conquest (D)	105	James Cagney-Ann Sheridan	(A)	9/21/40	b9/14/40
Dispatch from Reuters (D)	88	Robinson-Albert-Basserman	(F)	10/19/40	b9/21/40
East of the River (D)	74	John Garfield-Brenda Marshall	(A)	11/9/40	b11/2/40
Father Is a Prince (C)	62	Grant Mitchell-Nana Bryant	(A)	10/12/40	b10/12/40
Four Mothers (D)	86	Lane Sisters-G. Page-J. Lynn	(F)	12/21/40	Reissued
Here Comes the Navy (D)	86	James Cagney-Pat O'Brien	(F)	1/4/41	b12/21/40
High Sierra (D)	100	Humphrey Bogart-Ida Lupino	(F)	1/25/41	b1/11/41
Honeymoon for Three (C)	77	George Brent-Ann Sheridan	(F)	1/18/41	b1/11/41
Knute Rockne—All American (D)	93	Pat O'Brien-Ronald Reagan	(F)	10/5/40	b10/12/40
Lady with Red Hair (D)	81	Miriam Hopkins-Richard Ainley	(A)	11/30/40	b11/16/40
Letter The (D)	101	Bette Davis-Herbert Marshall	(A)	11/23/40	b11/16/40
No Time for Comedy (C)	96	J. Stewart-R. Russell-C. Ruggles	(A)	9/14/40	b9/7/40
Santa Fe Trail (D)	110	Flynn-de Havilland-Massey	(F)	12/28/40	b12/28/40
She Couldn't Say No (C)	63	Roger Pryor-Eve Arden	(F)	12/7/40	b12/28/40
South of Suez (D)	86	Geo. Brent-Lee Patrick	(F)	11/16/40	b12/7/40
Tugboat Annie Sails Again (C)	77	Marjorie Rambeau-Alan Hale	(F)	10/26/40	b10/19/40

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Affectionately Yours		Merle Oberon-Dennis Morgan			In Prod.
Bride Came C.O.D. (C)		Bette Davis-James Cagney			In Prod.
Father's Son (D)	58	John Litel-Billy Dawson	(F)	2/1/41	b1/4/41
Flight From Destiny (D)	70	Thos. Mitchell-Jeffrey Lynn	(A)	2/8/41	b12/28/40
Footsteps in the Dark (D)		Errol Flynn-Brenda Marshall			a11/30/40
Great Lie (D)		Bette Davis-Geo. Brent			a12/21/40
Great Mr. Nobody (C) (Former title "Stuff of Heroes")		Eddie Albert-Joan Leslie		2/15/41	a12/21/40
Here Comes Happiness (D)		Mildred Coles-Richard Ainley			a1/4/41
Knockout (D)		Arthur Kennedy-Olympe Bradna			a12/21/40
Meet John Doe		Gary Cooper-Barbara Stanwyck			In Prod.
Miss Wheelwright Discovers America (C-D)		Priscilla Lane-Ronald Reagan			a2/1/41
No Hard Feelings		Ricardo Cortez-Wm. Lundigan			In Prod.
Sea Wolf (D)		Robinson-Garfield-Lupino			a11/30/40
Shadows on the Stairs (D) (Former title "Murder on the Second Floor")		Maris Wrixon-Wm. Lundigan			a1/18/41
She Stayed Kissed		Dennis Morgan-Jane Wyatt		2/15/41	a1/25/41
Singapore Woman (D)		Brenda Marshall-David Bruce			a2/1/41
Strange Alibi (D)		Arthur Kennedy-Joan Perry			In Prod.
Strawberry Blonde		Jas. Cagney-Olivia de Havilland		2/22/41	In Prod.
Thirty Days Hath September (C)		Eddie Albert-Joan Leslie			In Prod.
Wagons Roll at Night (D) (Former title "Carnival")		Humphrey Bogart-Sylvia Sidney			a11/2/40
Winged Victory (D)		G. Fitzgerald-Jas. Stephenson			a2/1/41

MISCELLANEOUS

Title	Mins.	Stars		Rel. Date	See Issue of
Adolescence (D)	80	Leon Janney-Eleanor Hunt	(A)	Select	b12/21/40
Captain Moonlight (D)	60	John Garrick-Winifred Shotter	(A)	Atlas	a4/27/40
Face at the Window (My)	65	Tod Slaughter-Marjorie Taylor	(A)	Ziehm	b10/19/40
George Washington Carver (D)	69	G. W. Carver-B. Washington III	(A)	St. George	b4/13/40
Hidden Menace (D)	56	Otto Kruger-Gertrude Michael	(F)	Alliance	b4/13/40
Hold That Woman (C-D)	65	James Dunn-Frances Gifford	(F)	Producers	b8/3/40
Human Beast (D) (French)	79	Jean Gabin-Simone Simon	(A)	Juno	b4/24/40
Invisible Killer (D)	63	Grace Bradley-Roland Drew	(F)	Producers	b2/10/40
Leopard Men of Africa (T)	65	Natives and animals	(A)	Select	b7/6/40
Let George Do It (C)	72	Geo. Formby-Phyllis Calvert	(F)	Film All	b10/26/40
Lilac Domino (Mu)	95	Michael Bartlett-June Knight	(F)	Select	b12/14/40
Louise (Opera) (French)	72	Grace Moore	(A)	Mayer-Burstyn	b2/10/40
Mad Youth (D)	60	Mary Ainslee-Betty Compson	(A)	Atlas	b5/25/40
Mercy Plane (D)	60	James Dunn	(F)	Producers	b6/8/40
Merry Wives (Czech) (4-D)	80	Czech cast	(A)	Lloyd	b2/1/41
Misbehaving Husbands (C)	65	Harry Langdon-Betty Blythe	(F)	Producers	b12/14/40
Murder in the Night (D)	58	Jack LaRue-Sandra Storme	(A)	Film All	b7/20/40
Overnight (D)	66	Robert Donat-Pearl Argyle	(F)	Mundus	b6/8/40
Torso Murder Mystery (My)	70	Bruce Cabot-Marta Labarr	(A)	Ziehm	b10/19/40

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

Shorts Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Doughnuts	Shirley Temple	19	Reissued
Managed Money	Shirley Temple	20	Reissued
Merrily Yours	Shirley Temple	20	Reissued
Mother, The		10	Not Rev.
Pardon My Pups	Shirley Temple	19	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1939-40

ALL STAR COMEDIES (18)

All American Blondes	Fair	17	11/11/39
Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
Awful Goof		19	Not Rev.
Boobs in the Woods	Funny	16	6/15/40
Fireman Save My Choo Choo	Blah	17	8/31/40
Glove Slingers	Good Slapstick	18	1/ 6/40
Heckler	Fairly Funny	18	2/24/40
His Bridal Fright		18	Not Rev.
Mr. Clyde Goes to Broadway		18	Not Rev.
Money Squawks		18	Not Rev.
Nothing But Pleasure	Amusing	18	2/17/40
Pardon My Berth Marks	Filler	18	3/16/40
Skinny the Moocher	Funny	16½	9/ 2/39
South of the Boudoir	Good Slapstick	18½	6/15/40
Static In the Attic	Funny	20	9/ 2/39
Taming of the Snood		18	Not Rev.
Teacher's Pest	Fairly Funny	18	8/12/39
You're Next	Poor	18	6/15/40

CINESCOPES (6)

Berth of a Queen	Interesting	11	4/20/40
Fashion Takes a Holiday	Feminine Appeal	11	3/16/40
Odd Vocations		10	Not Rev.
Squadron 992		8½	Not Rev.
Threads of a Nation	Interesting	11	2/24/40
World of 1960	Interesting	10	1/ 6/40

COLUMBIA TOURS (6)

Beautiful Switzerland	Average	10	12/30/39
Historic Cities of India		10	Not Rev.
Holland and the Zuyder Zee	Interesting	10	9/16/39
In the Land of the Pagodas		10	Not Rev.
Life in Paris		10	Not Rev.
New Hampshire	Good Travel Film	11	3/16/40
Pleasurebound in Canada		10	Not Rev.
Unveiling Algeria	Fair	10	4/20/40

COLOR RHAPSODIES (16) (Tech.)

Blackboard Review		7	Not Rev.
Boy, a Gun and Birds	Fair	7	1/ 6/40
Crop Chasers	Good	7½	10/14/39
Dreams On Ice	Cute	7	10/14/39
Egg Hunt	Cute	7½	6/15/40
Greyhound and the Rabbit	Filler	7	4/20/40
Happy Tots' Expedition		6½	Not Rev.
Jitterbug Knights	Fair	7	9/ 9/39
Mother Goose In Swing-Time		7	Not Rev.
Mountain Ears	Cute	7	10/14/39
Timid Pup	Too Tame	7	8/31/40
Ye Olde Swap Shoppe		7	Not Rev.

COMMUNITY SINGS (10)

College Songs		10	Not Rev.
Crosby Hit Songs		9	Not Rev.
Gypsy Songs	Very Good	10	2/17/40
Medley of Hits		10	Not Rev.
Old Time Songs		9½	Not Rev.
Stephen Foster Songs		10	Not Rev.
Topical Songs		10	Not Rev.

FABLES CARTOONS (6)

Barnyard Babies		6	Not Rev.
Little Lost Sheep	Fair	7	9/16/39
Park Your Baby	Average	7	2/24/40
Peep In the Deep	Routine	7	8/31/40
Pooch Parade		7	Not Rev.
Practice Makes Perfect	Dull	6	4/20/40

FOOLS WHO MADE HISTORY (6)

Story of Charles Goodyear	Excellent	10	10/21/39
Story of Elias Howe	Excellent	11	9/16/39

HAPPY HOUR

Book of Books	Outstanding	10	11/18/39
Building of Boys	Noteworthy	10	10/21/39

MOMENTS OF COMEDY (6)

PALS AND PETS (6)

PHANTASIES CARTOONS (10)

Charm Bracelet		6½	Not Rev.
Fish Follies		6	Not Rev.
Man of Tin		7	Not Rev.
Millionaire Hobo		6½	Not Rev.
Mouse Exterminator	Fair	6½	1/27/39
News Oddities		6½	Not Rev.

SCREEN SNAPSHOTS (12)

No. 1 Art of Make-up	Very Good	10	10/14/39
No. 2 Training Animal Stars	Above Average	10	11/11/39
No. 3 Novelty Parties		10	Not Rev.
No. 4 Trip Thru Studios		10	Not Rev.
No. 5 Art In Hollywood	Fan Appeal	11	3/16/40
No. 6 Hollywood Recreations	Good	10	4/20/40
No. 7 Wardrobe Designers		10	Not Rev.
No. 8 Cowboy Jubilee		10	Not Rev.
No. 9 Ken Murray	Just Fair	10	7/20/40
No. 10 Jack Oakie	So So	9	8/31/40

COLUMBIA 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of

STOOGE COMEDIES (8)

A Plumbing We Will Go		18	Not Rev.
Calling All Curs	Good Slapstick	18	8/12/39
How High Is Up	Grand Slams	16	7/20/40
Nutty But Nice		17	Not Rev.
Oily To Bed, Oily To Rise	Swell Slapstick	18	9/16/39
Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
Three Sappy People		18½	Not Rev.
You Nazty Spy!	Swell Satire	18	2/10/40

WASHINGTON PARADE (6)

Archives		11	Not Rev.
Inside the F.B.I.		11	Not Rev.
Our National Defense		10	Not Rev.
Smithsonian Institution	Exceptional	11	11/11/39
Social Security	Interesting	11	6/15/40
U. S. Treasury	Excellent	10	2/10/40

WORLD OF SPORTS (12)

Bows and Arrows	Very Good	10	10/21/39
Canvass Capers		10	Not Rev.
Fishing In Hawaii		11	Not Rev.
Flying Targets	For Sportsmen	10	3/16/40
Jai Alai	Good	9	12/30/39
Rough House Fiesta		10	Not Rev.
Saving Strokes With Sam Snead		10	Not Rev.
Skiing Technique		10	Not Rev.
Sport of Kings	Satisfactory	10	6/15/40
Tomorrow's Stars	Good	10	4/27/40

1940-41

ALL STAR COMEDIES (18)

Blondes and Blunders	Silly	16	11/30/40
Bundle of Bliss		17	Not Rev.
Cold Turkey		18	10/12/40
Fresh As A Freshman		16	Not Rev.
His Ex Marks the Spot	Funny	18	1/11/41
Pleased to Mitt You		18	Not Rev.
Spook Speaks	Fairly Amusing	18	10/12/40
Watchman Takes a Wife	Fairly Amusing	16	1/25/41

CINESCOPES (10)

Feathers		9	Not Rev.
Floating Elephants	Timely and Good	8	10/12/40
Hobby Lobby	Excellent	12	9/21/40
Nice Work, If you Can Do It	Fair	10	11/23/40
Unusual Crafts	Interesting	9	1/25/41

COLOR RHAPSODIES (16) (Tech.)

Helping Paw	Amusing	7	2/ 1/41
Mad Hatter		7	Not Rev.
Mr. Elephant Goes to Town		8	Not Rev.
Tangled Television	Good	7½	10/12/40
Way of All Pests		7	Not Rev.
Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

Beautiful British Columbia		10	Not Rev.
From Singapore to Hongkong		10	Not Rev.
Historic Virginia		11	Not Rev.
Islands of the West Indies	Satisfactory	10	11/23/40
Old and New Arizona		10	Not Rev.
Savoy in the Alps	Poor Timing	11	11/23/40
Sojourn in Havana	Interesting	9	11/30/40

COMMUNITY SINGS (10)

Fun With Songs	Depends	9	11/23/40
Gay Tunes		10	Not Rev.
Jolly Tunes		9	Not Rev.
Melodies That Linger		10	Not Rev.
Popular Love Songs		9	Not Rev.

FABLES CARTOONS (8)

Farmer Tom Thumb	Good	7	10/12/40
It Happened to Crusoe		6	Not Rev.
Mouse Meets Lion	Poor	6	11/23/40
Paunch and Judy	Average	6	1/25/41
Streamlined Donkey		6	Not Rev.

HOW'S YOUR I. Q. (6)

Take It Or Leave It (1)	Funny	11½	11/30/40
Take It Or Leave It (2)	Entertaining	11	2/ 1/41
Take It Or Leave It (3)		11	Not Rev.

NEW YORK PARADE (6)

Magic City	Well Done	10	1/25/41

PHANTASIES CARTOONS (8)

Happy Holidays		6	Not Rev.
Little Theatre		6	Not Rev.
Schoolboy Dreams	Cute	7	10/12/40
Tom Thumb's Brother		6	Not Rev.

SCREEN SNAPSHOTS (12)

No. 1 (Ken Murray)		10	11/30/40
No. 2 (Don Wilson)	Very Good	10	11/23/40
No. 3 (Ken Murray)	One of the Best	9	Not Rev.
No. 4 (Ken Murray)		10	Not Rev.
No. 5 (Bob Hope)	Excellent	10	2/ 1/41

STOOGE COMEDIES (8)

Boobs In Arms		18	Not Rev.
Cookoo Cavaliers	Silly	17	11/30/40
From Nurse to Worse	A Dud	17	8/31/40
No Census, No Feeling		18	Not Rev.
So Long Mr. Chumps		20	Not Rev.

COLUMBIA 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of

WASHINGTON PARADE (6)

The Mint		10	Not Rev.
U. S. Military Academy		10	Not Rev.
U. S. Naval Academy	Splendid	10	2/ 1/41

WORLD OF SPORTS (12)

Ali the Giant Killer	Very Good	9	1/25/41
Hunting Wild Deer	Fair	9	11/30/40
Ice Capers		10	Not Rev.
Master of Cue	For Billiard Fans	10	10/12/40
Splits, Spares and Strikes		10	Not Rev.

MGM 1939-40

CARTOONS (18) (Tech.)

Bookworm Turns	Average	8	7/27/40
Fishing Bear	Clever	8	2/ 3/40
Gallopin' Gals	Excellent	8	11/ 9/40
Homeless Flea	Cute	8	11/ 9/40
Home on the Range	Cute	9	3/ 3/40
Mad Maestro	Good	8	1/20/40
Milky Way	Cute	8	7/ 6/40
Papa Gets the Bird	Cute	8	9/28/40
Peace on Earth	Definitely a "Must"	8	12/ 9/39
Puss Gets the Boot	Good	9	3/ 9/40
Rainy Day		8	Not Rev.
Romeo in Rhythm	Misses Fire	8	9/ 7/40
Swing Social	Clever	8	6/ 1/40
Tom Turkey and His Harmonica Humdinger	Fair	7	7/27/40

CRIME DOESN'T PAY (6)

Buyer Beware	Excellent	20	9/ 7/40
Jack Pot	One of the Best	19	3/30/40
Know Your Money	Excellent	21	2/ 3/40
Pound Foolish	Excellent	20	1/20/40
Soak the Old	Very Good	20	9/28/40
Women in Hiding	Excellent	22	7/ 6/40

METROSCOPIX (1)—NOT MADE

CAREY WILSON MINIATURES (9)

Ashcan Fleet	Excellent	11	10/ 7/39
Door Will Open	Unusual	11	3/30/40
Failure at Fifty	Excellent	10	10/28/39
Mendelssohn's Wedding March	For Romanticists	11	11/25/39
Miracle at Lourdes	Excellent	11	1/20/40
Old South	Interesting	10	2/ 3/40
Rumba Rhythm	Entertaining	10	9/ 2/39
Servant of Mankind	A Trailer	9	6/ 1/40
Where Turf Meets Surf	Fair	10	2/ 3/40

OUR GANG (8)

Alfalfa's Double	Chucklesome	11	2/ 3/40
All About Hash	Fair	11	6/ 1/40
Big Premiere	Poor	10	3/30/40
Bubbling Troubles	Has Laughs	11	7/ 6/40
Captain Spanky's Showboat	Funny	10	10/14/39
Dad For a Day	Good	11	11/25/39
New Pupil	Poor	11	4/27/40
Time Out for Lessons	Fair	11	12/23/39

JOHN NESBITT PASSING PARADE (8)

Baron and the Rose	Excellent	11	9/28/40
Dreams	Interesting	10	12/ 7/40
Forgotten Victory	Interesting	9	12/30/39
Hidden Master	Fair	10	4/27/40
Trifles of Importance	Very Good	10	7/27/40
Utopia of Death	Interesting	10	11/ 9/40
Way in the Wilderness	Fine	10	7/ 6/40
XXX Medico	Excellent	10	4/27/40

PETE SMITH SPECIALTIES (13)

Cat College	Excellent	10	7/27/40
Domineering Male	Excellent	10	3/30/40
Football Thrills of 1939	For Grid Fans	10	9/28/40
Let's Talk Turkey	Swell	10	11/25/39
Maintain the Right	Very Good	10	1/20/40
Please Answer	Very Good	9	9/ 7/40
Romance of the Potato	Good	9	12/23/39
Ski Birds	Excellent	8	11/25/39
Social Sea Lions	Novel	9	7/27/40
Spots Before Your Eyes	Excellent	10	6/ 1/40
Stuffie	Swell	11	3/ 9/40
What's Your I.Q.?	Good	7½	3/ 9/40
What's Your I.Q.? No. 2	Good	9	7/ 6/40

ROBERT BENCHLEY (4)

Day of Rest	Funny	10	10/28/39
Home Movies	A Howl	9	3/ 9/40
See Your Doctor	Very Funny	8	12/23/39
That Inferior Feeling	Excellent	10	1/20/40

SPECIAL SUBJECTS

Flags Speaks	A Must	19	5/ 4/40
Northward Ho!	A Trailer	9	3/ 9/40

FITZPATRICK TRAVELTALKS (12) (Tech.)

Calling on Colombia	Standard	8	4/27/40
Day on Treasure Island	Colorful	10	9/ 9/39
Land of Alaska Nellie	Good	10	1/27/40
Modern New Orleans	Interesting	9	6/ 1/40
Natural Wonders of Washington State	Okay	10	10/28/39
Night Descends on Treasure Island	Fair	9	3/ 9/40
Old Natchez	Good	9	2/ 3/40
Quaint St. Augustine	Charming	9	11/25/39
Seattle, Gateway to the Northwest	Standard	9	3/30/40
Sitka and Juneau	Interesting	9	4/27/40
Suva, Pride of Fiji	Pleasing	9	6/ 1/40
Valiant Venezuela	Standard	9	12/23/39

MGM 1940-41

Comment	Running Time	Reviewed Issue Of
CARTOONS (18) (Tech.)		
Abdul the Bul-Bul Ameer	8	Not Rev.
Lonesome Stranger...Excellent	9	12/ 7/40
Mrs. Ladybug...Excellent	8	1/ 4/41
CRIME DOESN'T PAY (6)		
Eyes of the Navy...Excellent	22	10/19/40
Respect the Law...Very Good	20	2/ 1/41
You the People...Excellent	21	1/ 4/41
MINIATURES (10)		
Great Meddler...Very Good	10	1/ 4/41
Happiest Man on Earth..Unusual	10	2/ 1/41
Rodeo Dough...Very Good	10	12/ 7/40
OUR GANG (9)		
Baby Blues	10	Not Rev.
Fightin' Fools...Good Fun	10	2/ 1/41
Gem' Fishin'...Standard	10	11/ 9/40
Good Bad Boys...Good	11	9/ 7/40
Kiddie Cure...Good Gang	11	12/ 7/40
Waldo's Last Stand...Flimsy	10	11/ 9/40
PASSING PARADE (9)		
American Spoken Here...Excellent	10	12/ 7/40
PETE SMITH SPECIALTIES (14)		
Penny to the Rescue...Excellent	10	2/ 1/41
Quicker'n a Wink ...Excellent	10	11/ 9/40
Quiz Biz	10	Not Rev.
Sea For Yourself...Holds Interest	10	1/ 4/41
Wedding Bills...Very Good	10	12/ 7/40
FITZPATRICK TRAVELTALKS (12) (Tech.)		
Alluring Alaska	10	Not Rev.
Beautiful Bali...As Usual	10	12/ 7/40
Capital City...Fair	9	9/ 7/40
Cavalcade of San Francisco...Too Late	9	9/28/40
Glimpses of Kentucky	10	Not Rev.
Glimpses of Washington State	10	Not Rev.
Haiti, Land of Dark Majesty	10	Not Rev.
Mediterranean Ports of Call...Out-dated	10	2/ 1/41
Old New Mexico...Fair	10	11/ 9/40
Old New Orleans...As Usual	10	1/ 4/41
Red Men on Parade	10	Not Rev.
Yosemite the Magnificent	10	Not Rev.

PARAMOUNT 1939-40

Comment	Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)		
Ants in the Plants...Good	7	3/23/40
Fresh Vegetables Mystery..Clever	7	10/21/39
Snubbed by a Snob...Cute	7	5/18/40
Kick In Time...Good	7	2/24/40
Little Lambkin...Cute	7	8/17/40
You Can't Shoe a Horsefly...Cute	7	8/24/40
COLOR CRUISES (7)		
Argentina	10	Not Rev.
Chile...Fair Travelogue	10	12/16/39
Cuba	10	Not Rev.
Ecuador...Fair	10	9/16/39
Isle of Columbus	10	Not Rev.
Pacific Paradise...Interesting	10	7/13/40
Peru...Average	10	10/21/39
HEADLINERS (10)		
Artie Shaw's Class in Swing...For Swing Fans Only	10	8/26/39
Blue Barren & Orch...Good	10	6/ 8/40
Frankie Masters and His Orchestra...Entertaining	11	1/20/40
Have You Met Yvette?...Good	10	5/ 4/40
Here's Hal...Average Band Number	10	12/16/39
Jimmy Dorsey & Orch...Snappy	10	2/24/40
Moments of Charm of 1940...Very Good	11	11/ 4/39
George Olsen and His Music...Peppy	10	3/23/40
Ted Fio Rito & Orch...Good	11	11/11/39
Pinky Tomlin & Orch...Entertaining	11	8/17/40
PARAGRAPHICS (10)		
Bits of Life...Misses Fire	11	12/16/39
Busy Little Bears...Splendid	10	11/11/39
Dangerous Dollars...Informative	11	7/13/40
Not So Dumb...Excellent	10	3/23/40
Pictorial...Interesting	10	2/24/40
Pictorial No. 2...Satisfactory Filler	10	8/24/40
Public Hobby No. 1...Stamp-endous	10	9/ 2/39
Sugar Wind...Good	10	2/ 3/40
Television Preview...Interesting	10	5/18/40
Touchdown Review...Good Resume	10	1/27/40
POPEYE (12)		
Doing Impossikible Stunts..Good	7	8/17/40
Females Is Fickle...Good	7	3/23/40
Fightin' Pals	7	Not Rev.
Me Feelin's Is Hurt...Fair	7	5/ 4/40
Never Seek a Baby...Good	6	11/18/39
Nurse Mates...Fair	7	7/13/40
Onion Pacific...Satisfactory	7	6/ 8/40
Puttin' On the Act...Poor	7	8/24/40
Shakespearian Spinach...Funny	7	2/ 3/40
Stealin' Ain't Honest...Average	7	5/ 4/40
Wimmin Hadn't Oughta Drive...Excellent	7	8/24/40
Women Is a Myskery...Funny	7	6/ 8/40
POPULAR SCIENCE (6)		
No. 1...Very Good	10	9/23/39
No. 2...Very Interesting	10	11/25/39
No. 3...Interesting	10	1/27/40
No. 4...Exceptionally Interest'g	10	2/24/40
No. 5...Very Good	10	5/ 4/40
No. 6...Good	11	7/13/40

PARAMOUNT 1939-40 (Cont.)

Comment	Running Time	Reviewed Issue Of
SPORTLIGHTS (13)		
Aqua-Rhythm...Good	10	11/18/39
Blue Streak...Excellent	10	5/ 4/40
Bowling Skill...Very Good	10	2/ 3/40
Catching Whoppers...Thrilling	10	9/23/39
Cradle of Champions...Excellent	10	6/15/40
Dog Is Born...Excellent	10	11/ 4/39
Desert Adventure...Excellent	10	9/23/39
Human Fish...Excellent	10	2 24 40
Hydro-Maniacs...Exciting	10	8/26/39
Judo Experts...Excellent	10	1/20/40
Playmates of the Wild...Unique	10	5/18/40
Sink or Swim...Very Good	10	7/13/40
Two of a Kind...Fine	10	3/23/40
STONE AGE CARTOONS (12)		
Foul Ball Player...Fair	7	6/ 8/40
Fulla Bluff Man...Fair	7	8/24/40
Granite Hotel...Good	7	5/18/40
Springtime in the Rockage	7	Not Rev.
Ugly Dino...Cute	7	7/13/40
Pedagological Institution	7	Not Rev.
Way Back When a Nag Was Only a Horse...Okay	7	3/23/40
Way Back When a Night Club Was a Stick	7	Not Rev.
Way Back When a Razzberry Was a Fruit..Fair	7	8/16/40
Way Back When a Triangle Had Its Points...Fair	7	2/24/40
Way Back When Women Had Their Weigh	7	Not Rev.
Wedding Belts	7	Not Rev.
SYMPHONIC (3)		
Blue Danube Waltz...Glorious Music	10	10/21/39
Merry Wives of Windsor..For Music Lovers	9	11/11/39
William Tell...Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)		
No. 1...Good	11	10/14/39
No. 2...Fairly Interesting	11	12/16/39
No. 3...Good	11	2/ 3/40
No. 4...Interesting	10	5/ 4/40
No. 5...Good	10	5/18/40
No. 6...Interesting	10	8/16/40

1940-41

Comment	Running Time	Reviewed Issue Of
ANIMATED ANTICS (10)		
Bring Himself Back Alive...Good	7	12/21/40
Dandy Lion...Poor	7	10/ 5/40
Mommy Loves Poppy...Average	7	11/23/40
Sneak, Snoop and Snitch..Fair	7	11/23/40
Wild Oysters	7	Not Rev.
FASCINATING JOURNEYS (6) (Tech.)		
River Thames—Yesterday..Beautiful	10	11/23/40
Sacred Ganges...Dull	10	1/25/41
Village in India	10	Not Rev.
GABBY CARTOONS (8) (Tech.)		
All's Well...Silly	7	1/18/41
Constable...Satisfactory	7	11/23/40
King For a Day...Fair	7	10/26/40
Two for the Zoo	7	Not Rev.
HEADLINERS (8)		
Gene Krupa & Orch.	10	Not Rev.
Listen to Larry...Satisfactory	10	11/ 2/40
Johnnie Messner & Orch..Fair	11	12/21/40
Moments of Charm of 1941 (Tech.)...Pretty	10	10/ 5/40
MADCAP MODELS (6) (Tech.)		
Dipsy Gipsy	9	Not Rev.
Western Daze...Novel	9	1/11/41
PARAGRAPHICS (6)		
Breezy Little Bears...Excellent	10	1/18/41
Nature's Nursery...Excellent	10	11/ 2/40
Quiz Kids	10	Not Rev.
Seeing Is Believing...Fair	11	12/ 7/40
POPEYE (12)		
Eugene, the Jeep...Funny	7	12/ 7/40
My Pop, My Pop...Amusing	7	11/ 2/40
Popeye Meets William Tell...Funny	7	10/ 5/40
Problem Pappy...Fair	7	1/25/41
Quiet Pleeze	7	Not Rev.
With Poopdeck Pappy...Entertaining	7	12/ 7/40
POPULAR SCIENCE (6)		
No. 1...Good	10	10/ 5/40
No. 2...Interesting	10	11/23/40
No. 3...Interesting	10	12/21/40
No. 4	10	Not Rev.
ROBERT BENCHLEY (4)		
Trouble With Husbands..Great Fun	11	11/16/40
Waiting For Baby	10	Not Rev.
SPECIAL CARTOON (1) (Tech.)		
Raggedy Ann...Very Good	19	12/21/40
SPORTLIGHTS (13)		
Acrobatic Aces...Excellent	10	1/25/41
Canine Sketches	10	Not Rev.
Diving Demons...Beautiful Diving	10	10/ 5/40
Feminine Fitness...Very Good	10	12/21/40
Marine Round-up...Excellent	10	12/ 7/40
Motorcycle Stunting...Thrills Aplenty	10	11/23/40
Sporting Everglades...Very Good	10	10/26/40
UNUSUAL OCCUPATIONS (6)		
No. 1...Good	10	10/ 5/40
No. 2...Interesting	10	12/ 7/40
No. 3	10	Not Rev.

RKO-RADIO 1939-40

Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)		
Bill Poster...Very Good	8	5/25/40
Bone Trouble	9	Not Rev.
Donald's Dog Laundry...Very Funny	8	5/25/40
Donald's Vacation...A Scream	8	8/10/40
Fire Chief...Good	8	12/14/40
Goofy's Glider...Excellent	8	12/14/40
Mr. Duck Steps Out...Swell	8	5/25/40
Mr. Mouse Takes a Trip..Excellent	8	11/16/40
Officer Duck...A Scream	8	9/16/39
Pantry Pirate...Very Good	8	2/ 1/41
Pluto's Dream House...Excellent	8	9/14/40
Pluto's Playmate	8	Not Rev.
Put-Put Troubles	7	Not Rev.
Riveters...A Howl	7	5/25/40
Timber	8	Not Rev.
Tugboat Mickey...Excellent	8	5/25/40
Window Cleaners...A Scream	8	10/19/40
EDGAR KENNEDY (6)		
Act Your Age...Extremely Funny	18	10/ 7/39
Kennedy the Great	19	Not Rev.
Mutiny in the County	17	Not Rev.
Slightly at Sea	16	Not Rev.
'Taint Legal	16	Not Rev.
INFORMATION PLEASE (13)		
No. 1 (Rex Stout)...Like Radio Program	11	9/30/39
No. 2 (Gene Tunney)...Entertaining	10	10/28/39
No. 3 (C. B. Kelland)..Entertaining	10	11/18/39
No. 4 (Deems Taylor)...Very Good	11	12/23/39
No. 5 (Chris. Morley)..Good	11	2/10/40
No. 6 (Gene Tunney)...Very Good	10	2/17/40
No. 7 (C. B. Kelland)..Entertaining	11	4/ 6/40
No. 8 (Ruth Gordon)...Excellent	10	4/13/40
No. 9 (Elmer Davis)...Excellent	11	4/27/40
No. 10 (Deems Taylor)..Good	11	6/15/40
No. 11 (Chris. Morley)..Entertaining	11	6/15/40
No. 12 (Wendell Willkie) Willkie Appeal	10	7/13/40
No. 13 (Elmer Davis)...Amusing	9	8/10/40
LEON ERROL (6)		
Bested By a Beard	20	Not Rev.
Scrappily Married	20	Not Rev.
Truth Aches	19	Not Rev.
Wrong Room...A Howl	19	10/14/39
MARCH OF TIME (13)		
Canada at War...Interesting	18	3/ 9/40
America's Youth—1940...Satisfactory	19	4/13/40
Philippines...Interesting	19	5/11/40
U. S. Navy...Good	19	6/ 8/40
Spoils of Conquest...Good	17	8/10/40
Gateway to Panama...Okay	20	8/24/40
RADIO FLASH (8)		
Blamed For a Blonde...Very Funny	19	10/ 7/39
Chicken Feed	18	Not Rev.
Coat Tales	18	Not Rev.
Goodness a Ghost	16	Not Rev.
Twinceplets	20	Not Rev.
RAY WHITLEY (8)		
Bandits and Ballads	17	Not Rev.
Coralling a School Marm..Good	20	8/10/40
Cupid Rides the Range..Very Good	18	9/16/39
Molly Cures a Cowboy	19	Not Rev.
REELISMS (13)		
Acres of Plenty...Very Good	9	11/ 4/39
Air Army...Timely	9	4/27/40
American Royal...Excellent	9	11/18/39
Hats	9	Not Rev.
Men of Muscle...Good	9	2/10/40
Navajoland...Very Good	10	2/10/40
Nevada Unlimited...Interesting	9	9/30/39
Siege...Startling	10	2/10/40
Stray Lamb...Unusual	8	6/15/40
Streamlined...Excellent	9	8/10/40
Vacation Diary...Exhilarating	10	2/17/40
Week End	9	Not Rev.
West Wall...Informative	10	12/23/39
SPORTSCOPES (13)		
Aquapoise...Swell	9	2/10/40
Arrow Points...Good Archery	8	9/14/40
Court Favorites...Interesting	10	4/27/40
Flycasting...Interesting	9	4/ 6/40
Gun Play...Fair	9	9/30/39
Hunting Hounds...Very Interesting	9	11/ 4/39
Hurdle Hoppers...Splendid	9	6/15/40
Ice Cutters...Good	9	11/ 4/39
Pennant Chasers...For Baseball Fans	9	4/ 6/40
Silent Wings...Interesting	10	6/15/40
Sky Game...Excellent	9	12/23/39
Trouble Shooter...For Golfers	9	9/14/40
Winter Playground...Splendid	9	12/ 9/39

1940-41

Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)		
EDGAR KENNEDY (6)		
Drafted in the Depot	19	Not Rev.
Mad About Moonshine	19	Not Rev.
Sunk by the Census...Funny	18	9/14/40
Trailer Tragedy...Funny	17	10/19/40
INFORMATION PLEASE (13)		
No. 1 (Anna Neagle)...Excellent	11	9/14/40
No. 2 (Ruth Gordon)...Good	10	10/19/40
No. 3 (Alice Marble)...Swell As Usual	10	11/16/40
No. 4 (Louis Bromfield) Excellent	11	12/14/40
No. 5 (Wendell Willkie) Good	10	2/ 1/41

RKO-RADIO 1940-41 (Cont.)

Comment		Running Time	Reviewed Issue Of
LEON ERROL (6)			
Fired Man	Mildly Amusing	20	2/ 1/41
He Asked for It	Very Funny	18	9/14/40
Tattle Television	Funny	19	11/16/40
MARCH OF TIME (13)			
On Foreign Newsfronts	Fair	19	9/21/40
Britain's R.A.F.	Very Informative	18	10/ 5/40
Mexico	Timely and Informative	19	10/26/40
Arms and the Men—U.S.A.	Timely	19	11/23/40
Labor and Defense—1941	Excellent	19	12/21/40
Uncle Sam—Non-Belligerent	Excellent	19	1/18/41
RAY WHITLEY (4)			
Bar Buckaroos	Good	16	11/16/40
Prairie Spooners		13	Not Rev.
PICTURE PEOPLE (13)			
No. 1	Interesting	10	9/14/40
No. 2	Good	9	10/19/40
No. 3	Night Club Plug	10	11/16/40
No. 4	Good	10	12/14/40
No. 5	Fair	10	2/ 1/41
SPECIAL SUBJECT			
Growing Up (Quins)	Wide Appeal	18	12/14/40
SPORTSCOPES (13)			
Kentucky Royalty	For Horse Lovers	9	10/19/40
Mat Men		9	Not Rev.
Quail Quest	Good	9	9/14/40
Snow Eagles	Excellent	9	2/ 1/41
Snow Fun	Exhilarating	9	12/14/40
Sportsman's Partner	For Dog Lovers	9	11/16/40

REPUBLIC

MEET THE STARS (12)			
Baby Stars	Excellent	10	2/ 1/41
Chinese Garden Festival	Good Starter	10	12/21/40

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ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Conquering the Colorado	Exciting	11	8/19/39
Filming the Fleet	Exceptional	10	9/23/39
Sky Fighters	Excellent	10	12/ 9/39
Sanctuary of Seals	Unique	10	6/ 8/40
DRIBBLE PUSS PARADE—LEW LEHR (6)			
Cheerio My Dears		9	Not Rev.
Labor Savers	Amusing	9	3/30/40
Monkeys Is the Cwaziest People	Riot of Laughs	10	9/30/39
Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)			
For Going Places	Natural For Women	10	9/23/39
For Outdoors	Excellent	10	3/30/40
For Play Hours	Excellent	10	2/24/40
No. 8		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Aghileen Pinnacles	Excellent	11	10/14/39
Birthplace of Icebergs	Remarkable	11	8/19/39
Climbing the Spirit's Home	Interesting	10	3/30/40
Evergreen Empire	Interesting	10	9/23/39
Flying Stewardess		10	Not Rev.
Isles of the East	Excellent	9	6/ 1/40
Kangaroo Country	Interesting	10	12/ 9/39
Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)			
Action on Ice		10	Not Rev.
Big Game Fishing	Exciting	10	9/16/39
Clocking the Jockeys	Interesting	11	10/14/39
Following the Hounds	Outstanding (Tech.)	10	2/24/40
Over the Seven Seas	Fine	10	3/30/40
Top Notch Tennis	Good	10	2/24/40
TERRYTOONS (26) (10 in Tech.)			
All's Well That Ends Well	Fair	7	4/ 6/40
Catnip Capers	Good	7	6/ 8/40
Dog in a Mansion	Good	7	2/24/40
Edgar Runs Again	Very Good	7	2/24/40
First Robin (Tech.)		7	Not Rev.
Golden West	Clever	7	8/19/39
Hare and Hounds		7	Not Rev.
Harvest Time	Clever	7	2/24/40
Hitch-Hiker		7	Not Rev.
Hook, Line and Sinker (Tech.)		7	Not Rev.
Ice Pond		7	Not Rev.
It Must Be Love		7	Not Rev.
Just a Little Bull (Tech.)		7	Not Rev.
Love in a Cottage		7	Not Rev.
Much Ado About Nothing	Good	7	4/ 6/40
One Mouse in a Million	Fair	7	12/ 9/39
Orphan Duck (Tech.)	Diverting	7	10/14/39
Professor Offkeyski	Good	7	6/ 1/40
Rover's Rescue		7	Not Rev.
Rupert the Runt		7	Not Rev.
Sheep in the Meadow	Satisfactory	7	10/14/39
Swiss Ski Yodelers	Clever	7	6/ 1/40
Two Headed Giant (Tech.)	Good	7	8/19/39
Watch Dog		7	Not Rev.
Wicky Wacky Romance	Very Good	7	12/ 9/39
Wot's All the Shootin' Fer		7	Not Rev.

20th CENTURY-FOX 1940-41

Comment		Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Midget Motor Mania	Unusual	10	10/12/40
Modern Highway		10	Not Rev.
Training Police Horses		10	Not Rev.
FASHION FORECASTS (4) (Tech.) ANNOUNCED—NOT MADE			
LEW LEHR COMEDIES (4)			
Grunters and Groaners	Tiresome	10	8/10/40
Tale of Butch the Parrot		10	Not Rev.
MAGIC CARPET OF MOVIETONE (8)			
Eskimo Trails	Enlightening	10	8/10/40
Isle of Mystery		10	Not Rev.
Land of Flowers (Tech.)	Colorful	9	8/10/40
Old Dominion State	Very Good (Tech.)	10	11/30/40
Spotlight on Indo-China		16	Not Rev.
RIPLEY'S BELIEVE IT OR NOT (4)			
Acquitted by the Sea	Excellent	10	10/12/40
SPORTS REVIEWS—THORGERSEN (6) (3 in Tech.)			
Bowling for Strikes	Great for Bowlers	10	10/12/40
Lure of the Trout (Tech.)	For Fly Casters	10	11/30/40
Rodeo Goes to Town		10	Not Rev.
Symphony in Snow		10	Not Rev.
Vacation Time (Tech.)	OK	8	8/10/40
TERRYTOONS (26) (13 in Tech.)			
Bill Mouse's Akwakade (Tech.)	Excellent	7	8/10/40
Club Life in the Stone Age		7	Not Rev.
Hairless Hector		7	Not Rev.
Happy Haunting Grounds		7	Not Rev.
Home Guard (Tech.)		7	Not Rev.
How Wet Was My Ocean (Tech.)	Excellent	7	10/12/40
Landing of the Pilgrims (Tech.)	Good Now	7	11/30/40
Lucky Duck (Tech.)		7	Not Rev.
Mississippi Swing (Tech.)		7	Not Rev.
Magic Pencil	Poor	7	12/ 7/40
Plane Goofy (Tech.)	Fair	7	12/ 7/40
Snow Man		7	Not Rev.
Temperamental Lion (Tech.)		7	Not Rev.
Touchdown Demons	Amusing	7	10/ 5/40
What a Little Sneeze Can Do		7	Not Rev.
When Knights Were Bold		7	Not Rev.

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CARTUNES (13) WALTER LANTZ (Tech.)			
A-Haunting We Will Go	Pretty Good	7	7/15/39
Andy Panda Goes Fishing	Fair	9	2/10/40
Kittens' Mittens	Good	9	2/24/40
Life Begins For Andy Panda	Amusing	9	9/30/39
100 Pygmies and Andy Panda	Good	7½	5/11/40
Scrambled Eggs	Cute	8	12/30/39
Sleeping Princess	Good Fun	7	12/ 2/39
Tom Thumb, Jr.	Cute	8	4/ 6/40
GOING PLACES (15)			
Man-Made Jungle (66)		10	Not Rev.
In The Heart of Africa (67)	Very Good	9	10/21/39
Funny Birds—Here And There (68)	Excellent	9	10/21/39
Playground Of The Antilles (69)	Interesting	9	12/23/39
Delicacy On A Half Shell (70)	Very Good	9	12/30/39
Strange American Animals (No. 71)	Interesting	9	2/10/40
Rhodesia (No. 72)	Good	9	4/ 6/40
Working On The Railroads — The Country Goes To The Dogs (73)	Excellent	9	3/30/40
Barbados (No. 74)	Interesting	9	4/20/40
Death Valley (No. 75)	Fascinating	10	4/20/40
Pretzels—Goat Farms (76)	Good	9	5/11/40
Parlor Buckaroos (77)	Interesting	10	6/22/40
Curacao (No. 78)	Timely	9	6/22/40
Coast Of Curiosities (79)		9	Not Rev.
Down El Paso Way (80)		10	Not Rev.
MUSICALS (13)			
Boy Meets Joy	Good Diversion	20	9/ 2/39
Bullets and Ballads	Good	18	2/17/40
Folies Parisienne	Just Fair	18	4/20/40
Honolulu Bound		18	Not Rev.
I Dream of Jeannie with the Light Brown Hair	Fair	17	9/21/40
International Revels	Okay Filler	18	4/ 6/40
Naughty Nineties	Pleasing	18	6/22/40
Rhythm Jamboree	Fair Vaudeville	18	2/10/40
Rhumba Land	Good Vaudeville	18½	12/ 2/39
Snow Follies	Light Fare	19	12/30/39
Swing Hotel	Diverting	17	10/21/39
Swingin' in the Barn	Rustic Rhythm	19	6/22/40
Varsity Vanities	Swing Session	18	8/ 3/40
SPECIAL SUBJECT (1)			
March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)			
No. 66	Very Good	10	9/23/39
No. 67	Good	10	10/21/39
No. 68	Interesting	9	10/21/39
No. 69	Good	9	12/23/39
No. 70	Average	9	12/23/39
No. 71	Good	9	2/ 3/40
No. 72	Average	9	4/ 6/40
No. 73	Interesting	9	4/ 6/40
No. 74	Good	9	4/20/40
No. 75	Good	9	4/20/40
No. 76	Good	9½	5/11/40
No. 77	Good	9	6/22/40
No. 78	Average	9	6/22/40
No. 79		9	Not Rev.
No. 80		9	Not Rev.

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Comment		Running Time	Reviewed Issue Of
CARTOONS (13) (Tech.)			
Crazy House	Satisfactory	8	10/12/40
Knock, Knock	Very Good	8	11/30/40
Mouse Trapper		7	Not Rev.
Recruiting Daze	Fair	8	11/ 2/40
Syncopated Sioux	Clever	7	12/28/40
GOING PLACES (15)			
No. 81 (Coast Guard)	Interesting	10	9/21/40
No. 82 (Sun Valley)	Good	10	10/12/40
No. 83 (Arizona)	Interesting	10	10/12/40
No. 84 (Melting Pot of the Caribbean)	Good	10	12/28/40
No. 85 (Hunting on Top of the World)	Fascinating	9	12/28/40
No. 86 (South of the Border)		10	Not Rev.
No. 87		10	Not Rev.
No. 88		10	Not Rev.
MUSICALS—TWO REEL (13)			
Beat Me Daddy-Eight to the Bar		17	Not Rev.
Class in Swing	Good Variety	16	10/12/40
Congamania	Latin Liveliness	20	11/30/40
Tickled Pinky	Rustic Rhythm	18	1/ 4/41
Torrid Tempos	Entertaining	18	11/30/40
SPECIAL SUBJECT (1)			
Swing with Bing	Excellent	18	4/13/40
STRANGER THAN FICTION (15)			
No. 81	Good	9	9/21/40
No. 82	Average	9	10/12/40
No. 83	Average	9	10/12/40
No. 84	Good	9	11/30/40
No. 85	Excellent	9	12/28/40
No. 86		9	Not Rev.
No. 87		9	Not Rev.
No. 88		9	Not Rev.

VITAPHONE-WARNER BROS. 1939-40

BROADWAY BREVITIES (10)			
Alex in Wonderland		20	Not Rev.
Double or Nothing	Amusing	20	2/17/40
Ice Frolics	Entertaining	20	9/30/39
One for the Book	Entertaining	20	12/30/39
Public Jitterbug No. 1		18	Not Rev.
Remember When	Swell Entertainment	20	9/ 2/39
Slapsie Maxie's	Perfect Clowning	17	8/26/39
Spills for Thrills	Excellent	19	7/ 6/40
World's Fair Junior	Just Fair	20	11/ 4/39
Young America Flies	Excellent	22	7/27/40
COLOR PARADE (10)			
American Saddle Horses	Interesting	10	11/25/39
Famous Movie Dogs	Excellent	10	7/27/40
Gun Dog's Life	Sure to Please	10	5/18/40
Mechanix Illustrated #1	Good	10	9/ 2/39
Mechanix Illustrated #2		10	Not Rev.
Mechanix Illustrated #3	Interesting	10	2/17/40
Mechanix Illustrated #4	Interesting	10	6/15/40
Men Wanted	Interesting	10	4/13/40
New Horizons	Good	10	12/30/39
The Valley	Interesting	10	7/ 6/40
FEATURETS (Tech.) (8)			
Cinderella's Feller	Excellent	16	6/15/40
Monroe Doctrine	Excellent	16	10/28/39
Old Hickory	Outstanding	17	12/30/39
Pony Express Days	Excellent	19	7/ 6/40
Royal Rodeo	Entertaining	15	11/25/39
Service with the Colors	Sure-Fire	20	8/31/40
Singing Dude	Excellent	18	4/13/40
Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)			
Africa Squeaks	Hilarious	7	2/24/40
Ali Baba Bound		7	Not Rev.
Chewin' Bruin	Amusing	7	6/15/40
Film Fan	Excellent	7	1/ 6/40
Jeepers Creepers	Funny	7	10/ 7/39
Naughty Neighbors	Good	7	11/ 4/39
Patient Porky	Good Diversion	7	8/31/40
Pied Piper Porky	Good	7	11/25/39
Pilgrim Porky	Clever	7	4/13/40
Porky's Baseball Broadcast	Funny	7	7/ 6/40
Porky's Hotel	Good	7	9/ 2/39
Porky's Last Stand		7	Not Rev.
Porky's Pony Express		7	Not Rev.
Porky's Poor Fish		7	Not Rev.
Porky the Giant Killer		7	Not Rev.
Slap Happy Pappy		7	Not Rev.
You Ought to Be in Pictures	Novel	7	5/18/40
MELODY MASTERS (10)			
Dave Apollon	Average Musical	10	2/24/40
Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
Dipsy Doodler	Swingy	10	5/18/40
Woody Herman		10	Not Rev.
Vincent Lopez	Lively	10	9/23/39
Ozzie Nelson	Good	10	6/15/40
Romance in Rhythm	Satisfactory	10	4/13/40
Rubinoff and Orch.	Good	10	11/ 4/39
Swing Styles	Good	10	8/26/39
Symphony of Swing	Satisfactory	10	12/ 2/39

VITAPHONE 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
MERRIE MELODIES (26) (Tech.)			
Bears' Tale		7	Not Rev.
Busy Bakers		7	Not Rev.
Ceiling Hero		7	Not Rev.
Circus Today	Clever	7	7/ 6/40
Confederate Honey		7	Not Rev.
Cross Country Detours	A Knockout	7	4/13/40
Curious Puppy		7	Not Rev.
Early Worm Gets the Bird		7	Not Rev.
Egg Collector		7	Not Rev.
Elmer's Candid Camera		7	Not Rev.
Fagin's Freshmen	Amusing	7	11/25/39
Fresh Fish	Swell	7	11/ 4/39
Gander at Mother Goose	Good	7	5/18/40
Ghost Wanted	Amusing	7	10/26/40
Good Egg		7	Not Rev.
Hardship of Miles Standish		7	Not Rev.
Land of the Midnight Fun	Superb	7	9/23/39
Little Blabbermouse	Amusing	7	8/ 3/40
Little Lion Hunter		7	Not Rev.
Mighty Hunters	Pleasing	7	2/17/40
Screwball Football	Swell Cartoon	7	12/30/39
Sioux Me	Clever	7	9/ 9/39
Sniffles and Bookworm	Cute	7	2/24/40
Sniffles Takes a Trip		7	Not Rev.
Tom Thumb in Trouble	Cute	7	6/15/40
Wild Hare		7	Not Rev.
SPECIAL RELEASE			
Cavalcade of Academy Awards	Fan Appeal	31	5/18/40
VITAPHONE VARIETIES (6)			
All Girl Revue		7	Not Rev.
No Parking	Fairly Funny	10	4/13/40
Organ Novelty	Fair	9	11/11/39
Radio and Relatives		10	Not Rev.
Sword Fishing	Exciting	10	10/ 7/39
Vote Trouble	Laughs	10	8/26/39

1940-41

BROADWAY BREVITIES (9)			
Alice in Movieland	Superlative	20	11/30/40
Dog In the Orchard	Meritorious	20	1/18/41
Just a Cute Kid		20	Not Rev.
Mack Sennett Revival		20	Not Rev.
Take the Air		20	Not Rev.
ELSA MAXWELL COMEDIES (3)			
Lady and the Lug		19	Not Rev.
Riding Into Society	T'Ain't Funny	19	8/31/40
Throwing a Party		20	Not Rev.
HOLLYWOOD NOVELTIES (10)			
Boar Hunt		10	Not Rev.
History Repeats Itself	Good	10	9/30/39
Football Highlights	Rockne Build-up	10	8/31/40
Mexican Jumping Beans	Very Good	10	11/30/40
Shark Hunting	Exciting	10	8/ 3/40
LOONEY TUNES (16)			
Calling Dr. Porky		7	Not Rev.
Haunted Mouse		7	Not Rev.
Joe Glow the Firefly		7	Not Rev.
Pre-Historic Porky	Clever	7	11/ 2/40
Porky's Bear Facts		7	Not Rev.
Porky's Hired Hand	Good	7	12/28/40
Porky's Snooze Reel		7	Not Rev.
Sour Puss	Satisfactory	7	11/30/40
Timid Toreador	Good	7	1/18/41
MELODY MASTERS (10)			
Cliff Edwards and His Buckaroos		10	Not Rev.
Henry Busse & Orch.	Good	10	11/30/40
Skinny Ennis & Orch.	Good	10	12/28/40
Jan Garber & Orch.		10	Not Rev.
Matty Malneck	Snappy	10	8/ 3/40
Freddie Martin & Orch.		10	Not Rev.
Joe Reichman & Orch.	Excellent	10	11/ 2/40
MERRIE MELODIES (26) (Tech.)			
Bed Time for Sniffles		7	Not Rev.
Cat's Tale		7	Not Rev.
Crackpot Quail		7	Not Rev.
Elmer's Pet Rabbit	Funny	7	12/28/40
Fighting 69½	Good	7	1/18/41
Good Night Elmer		7	Not Rev.
Goofy Groceries		7	Not Rev.
Holiday Highlights	Swell Satire	7	11/ 2/40
Malibu Beach Party	Grade A	7	8/31/40
Of Fox and Hound		7	Not Rev.
Shop, Look and Listen	Good	7	12/28/40
Sniffles Bells the Cat		7	Not Rev.
Stage Fright	Satisfactory	7	10/26/40
Tortoise Beats the Hare		7	Not Rev.
Toy Trouble		7	Not Rev.
Wacky Wildlife	Funny	7	12/ 7/40
TECHNICOLOR SPECIALS (6)			
Flag of Humanity	Splendid	20	10/26/40
March on Marines	Excellent	20	12/28/40
Meet the Fleet	Excellent	20	1/18/41
Wings of Steel		20	Not Rev.
SPECIAL SUBJECTS			
Christmas Under Fire	Heart Appeal	10	1/18/41
London Can Take It	Powerful	10	10/26/40
SPORTS PARADES (10)			
California Thoroughbreds	Interesting	10	12/28/40
Diary of a Racing Pigeon	Interesting	10	12/ 7/40
Dogs You Seldom See	Good Novelty	10	8/31/40
Fight, Fish, Fight		10	Not Rev.
Fly Fishing	For Anglers	10	10/26/40

MISCELLANEOUS

	Comment	Running Time	Reviewed Issue Of
Aida (Guaranteed)	For Music Lovers	9	5/11/40
Ave Maria (Malchain)	Impressive	10	7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	11/ 4/39
In the Bank (King of Comedy Pictures)	Still Good	19	11/16/40
Memory Lingers On No. 2 (Progress)	Excellent	10	8/ 5/39
Norway's Fate (Hoffberg)	Fair	10	5/18/40
On the Trail of the Tarpon (N. Y. Zoological Society)	Thrilling	11	1/13/40
Paper Hanger (King of Comedy Pictures)	Delightful	19	3/ 2/40
Rembrandt (Malchain)	Fascinating	11	7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	7/ 1/39
Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1939-40

Dist and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
Deadwood Dick	15 Chaps.	7/20/40
Green Archer	15 Chaps.	11/ 2/40
The Shadow	15 Chaps.	1/13/40
Terry and the Pirates	15 Chaps.	4/20/40

SERIALS 1939-40 (Cont.)

Dist and Title	No. Chaps.	Reviewed Issue of
REPUBLIC		
Adventures of Red Ryder	12 Chaps.	6/15/40
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39
Winners of the West	15 Chaps.	5/11/40

1940-41

Dist and Title	No. Chaps.	Reviewed Issue of
REPUBLIC		
King of the Royal Mounted	12 Chaps.	8/17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40

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SHOWMEN'S TRADE REVIEW

FILE
FILE

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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CLIFFORD WORK

Vol. 34 No. 3

February 8
1941

DAILY MIRROR SATURDAY FEBRUARY 1 1941 ****



Damon Runyon's

The Brighter Side

Reg. U. S. Pat. Off.
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In a middling-sized city the other day at two movie theatres showing "Gone With the Wind" at popular prices, they had ropes up keeping the crowds in line. We are told that the same situation exists wherever they are putting on the picture for its second run and this, we think, should be a fine object lesson to the movie makers who occasionally become pessimistic over the future of the cinema.

If they give us cash customers genuine entertainment, we will do the rest, now and through the years to come. That is all "Gone With the Wind" is—entertainment. It is just an enthralling story told in the best manner of the screen. It has already hung up a new record for money grossed and this in a time when the world market is not what it used to be and before it is finally laid away on the shelf it will probably play to more cash customers and consequently more money than any half dozen pictures in the history of the industry combined.

"Gone With the Wind" is now an oldie as the age of pictures go. It has played all the big first run cities at advanced prices, and to jammed houses. You would have thought it must have absorbed all the trade possible to one picture, because even the cash customers who are usually content to wait until an offering gets down to the lower levels at the box office stretched a financial point to see it. But here it is doing a land office business all over again, and we suspect that some of this business is repeat stuff.

THAT IS, many cash customers who saw "GWTW" before are seeing it again, which is a further tribute to its entertainment value, especially when it is playing against numerous new pictures. We personally welcome the return of the picture because we know it will prove an antidote to a severe attack of screen poisoning that we sustained recently. One of those sad message pictures that come out of Hollywood in cycles leaped out on us in a theatre not long ago and bit us. The result was a spell of deep depression and complete lassitude toward all suggestions of theatre going.

A victim of screen poisoning, which is a malady peculiar only to cash customers, can scarcely abide the thought of seeing another picture for awhile. It produces dark thoughts of vengeance against the makers of the picture. Sometimes a victim has been known to sit brooding for hours at a stretch wondering where he might find the producer and the director and the authors and even the performers and give them what-for.

THE CONDITION is usually only temporary, as in our case, and can be promptly cured by something like "GWTW." We have already seen it three times, which is quite a job of seeing if you recall the lnegth of the picture. That is not a record with us, however. We think we have seen "Birth of a Nation," counting revivals and all at least half a dozen times and we gave the Disney short, "Three Little Pigs," our business on no less than ten different occasions.

It might be argued that "GWTW" is a sort of freak in the picture business the like of which will never be seen again and that it cannot be used as a yardstick on pictures generally. We do not think this is true. We think that any picture with the same entertainment value would do the same business. We think this picture is definite proof that the movie makers have just scratched the box office possibilities of their game. When they stick to entertainment and entertainment only they are sure to be rewarded. The old gag still holds true—"There is nothing wrong with the pictures that a few good pictures will not cure."

BUT THERE REMAINS among the picture makers and especially, we think, the directors, that same curious misapprehension as to what constitutes entertainment value that has prevailed since the inception of the industry. We find it in the gloomy message cycles that produce the screen poisoning among the cash customers and in the arty efforts which win the encomiums of the critics but which are not entertainment within the purview of the cash customers.

"GWTW" should be run at least once a week in Hollywood for years to come and all directors required to be present at every showing, with some representative of us cash customers announcing to them at intervals: "See, boys, that is what we mean."





The Editorial Page

"Back Street"

Miami, Florida, Feb. 4th—In its present new and shiny version, "Back Street" possibly contains more box office appeal than did the original—an opinion which is ventured with full consciousness and remembrance of the fact that the original version was quite a success.

Story treatments, like the technique of direction and production, change and improve as time moves along. The same progress in the technique of casting, lighting and camera work applies to the advantage of modernized versions as well as to the new originals.

These were our reactions while viewing "Back Street" at its Miami premiere, where some hundred and fifty newspaper editors, critics and columnists gathered from all sections of the country to attend a preview that was well noted and will be long remembered.

During our Kindergarten days in this business our a, b, c's were merely another name for "audience appeal" and "box office strength." Experience over a good many more years than we care to admit to, taught us that a motion picture to be a success must contain at least one of those essentials to achieve profit for the producer, distributor and exhibitor. Either one would be a decided asset. A combination of the two, well, some exhibitors call it "utopia."

"Back Street" possesses both. Its title and two top names give it all the box office strength necessary to bring out the patrons. The story and the magnificent performances of the stars and supporting cast, furnish the audience appeal which consists of complete entertainment satisfaction and a guarantee that they will go out talking about the picture. What more do you want?

▲ ▲ ▲

Notes From A Traveling Reporter

Of all the junket premieres run these past few years this has probably been the toughest to cope with for those in charge. On every other occasion the interest was centered. The guests were brought together and kept together because anything and everything that happened took place wherever they were congregated.

In other words, there were no outside influences or attractions to take the "visiting firemen's" minds off the particular job of participating in the events prior to and leading up to the premiere itself.

But down here in Florida it's a different story. To keep this bunch of newspaper muggs together called for every ounce of tact, diplomacy and finesse at the command of the perfect host. The moment one of the guests finds himself free he can start to speculate on whether it wouldn't be a swell idea to sneak off for an extra round of golf, or mebbe take the bus over to the beach for a sun bath and a dip, or perhaps no one would miss him if he did catch those last four races at Hialeah.

And at night, well, not even a miracle man could hope to keep this mob together and fortunately Universal's diplomats didn't try. With plenty of planned activity there still remained all the time necessary for any guest to do pretty much as he pleased, especially in the evenings.

All of which is a long-winded way of saying that Universal's Lou Pollock, Ruth Morrow, et al, deserve no small amount of praise for doing a difficult job extremely well. This traveling reporter wishes to thank both of them for a swell time.

(P.S. How about holding the next premiere in Honolulu?)

▲ ▲ ▲

Observations

Good counsel and advice can't be too often repeated, so we hope the theme of William F. Crockett's address to the convention of the MPTO of Virginia trickles far and wide throughout the exhibitor ranks. The Virginia unit's president told the gathering that it is the duty of theatremen to give the Consent Decree a fair trial, adding: "it must work if we are to stay open, and we will stay open.". . .

"Philadelphia Story" bowed out of the Music Hall with new and glorious records of attendance for the magnificent, and magnificently run, New York showplace. Records are records, and what happened in this case proves that people still want to see pictures that strike their fancy—come winter's chilly blasts, blares of "Jeanie with the Light Brown Hair" from the radio, or what has the opposition got. . . .

Speaking of records, the big money doesn't develop at the box office because of any one element—star alone, story alone, production values alone—except in the rarest of instances. It's the combination of booking the right picture for the right situation, the right kind of showmanship and the right kind of presentation technique and facilities, and the latter—the facilities, meaning the theatre itself—is pretty important, and getting more important, because as you know MGM for one is keeping track of the kind of house as well as the kind of account that is bidding for its product. Good pictures deserve good theatres for their presentation, and get that extra business which means the difference between real money and just a bare living for the theatreman. . . .

—*"CHICK" LEWIS*

UNIVERSAL LAUNCHES EARLIEST SELLING SEASON









Chicago Convention Will Hear Details of 1941-42 Program at Mon. Session

Starting the year's sales conventions off with the earliest in history, Universal's sales personnel gather in Chicago this week-end to hear the company's plans for the remainder of the present season as well as the new season's product announcement. The latter is scheduled to be released next Monday and will be printed in STR next week.

As usual, General Sales Manager William A. Scully will preside at the meetings and addresses will be made by other executives.

The early sales convention reflects the strong position in which the company finds itself. Last week it announced the titles of all the releases for the balance of the season, with casts for most of them. Meanwhile, plans went forward for the new season, being completed during the last month at a conference of distribution, sales and production heads held in Hollywood. The final plans were consummated in the East a few days ago. They will be announced to the salesmen on Monday, the last day of the convention.

The production budget is said to be even larger than this year, which set a high mark in the company's history. Nevertheless, the program will be kept as flexible as possible, as it has in the past, so as to allow for teaming of popular stars and acquisition of additional material when timely topics suggest it.

Those attending the convention are: J. Cheever Cowdin, chairman of the Board of Directors and Nate J. Blumberg, president; William A. Scully, vice president and general sales manager; Joseph H. Seidelman, vice president in charge of foreign affairs; division managers Frank J. A. McCarthy and William J. Heineman; home office executives Adolph Schimel, B. B. Kreisler, James J. Jordan, F. T. Murray, Andrew J. Sharick, Morris Alin and Henry A. Linet; Charles Prutzman, general counsel; from the New York exchange Jules Lapidus, district manager, and Dave Levy, manager of the exchange; branch manager Paul Baron of Boston and branch manager John V. Pavone of New Haven and branch manager George E. Schwartz of Philadelphia.

The group from Universal Studios includes Cliff Work, vice-president and general manager of the studios; Matthew Fox, vice-president; Joe Pasternak, Milton Feld, Dan Kelley and John E. Joseph, director of advertising and publicity.

From Canada the following: Oscar Hanson, president of Empire Universal; Paul Nathanson, vice president of Empire Universal; A. W. Perry, general sales manager, and Clair Hague, Canadian representative for Universal.

District sales managers and branch managers who will be present at the convention include: District manager Dave Miller, Cleveland; branch managers J. R. Kauffman, Cleveland; Peter Rosian, Cincinnati; John J. Scully, Buffalo; J. J. Spandau, Albany; Pete Dana, Pittsburgh.

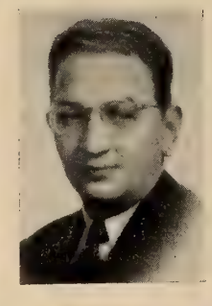
District manager H. D. Graham, Atlanta; branch managers John Ezell, Atlanta; J. A. Prichard, Charlotte; H. I. Mansfield, Memphis; W. M. Richardson, New Orleans; Ed S. Olsmith, Dallas; James Hobbs, Oklahoma City.

District manager J. E. Garrison, Kansas City; branch managers Grover Parsons, Kansas City; Harry Hynes, St. Louis; Lou Levy, Des Moines; Otto Siegel, Omaha.

District manager A. J. O'Keefe, Los Angeles; branch managers C. J. Feldman, Los Angeles; Jack Langan, Denver; R. O. Wilson, Portland; C. R. Wade, Salt Lake City; Barney Rose, San Francisco; L. J. McGinley, Seattle.

District manager E. T. Gomersall, Chicago; branch managers M. M. Gottlieb, Chicago; Ed Heiber, Detroit; H. H. Hull, Indianapolis; Frank Mantzke, Milwaukee; L. J. Miller, Minneapolis and Gordon Craddock, special representative.

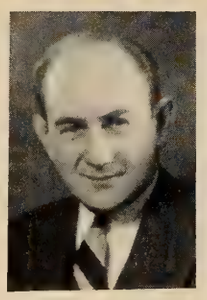






SALES EXECUTIVES GATHER TO HEAR PLANS FOR 1941-42

Top row, left to right: Nate Blumberg, J. Cheever Cowdin, William Scully, Matthew Fox, John E. Joseph, William J. Heineman, F. J. A. McCarthy. Second row, left to right: Jules Lapidus, E. T. "Peck" Gommersall, David Miller, Harry Graham, J. E. Garrison. Third row, left to right: B. Bernard Kreisler, Joseph Seidelman, A. J. O'Keefe.





"Dictator" Terms to Remain at 50%

General release date of Charles Chaplin's "The Great Dictator" will be around March 14, with a general release preview to be held in Miami late this month, according to Arthur Kelly, United Artists distribution head. Selling terms will remain at 50 per cent.

Indiana May Have Sunday Night Baseball

Indianapolis — Members of the Marion county delegation have introduced a bill in the state Senate designed to legalize Sunday night baseball in Indiana. A 1909 law now permits baseball on Sunday only between 1 P.M. and 6 P.M.

Thank Patrons for Dimes

As a thoughtful gesture to their patrons, Loew's New York theatres are currently running a trailer which gives a simple "thank you" to all Loew moviegoers who contributed to the "March of Dimes" fund and helped pile up $34,000 on the Loew circuit.

Epidemic Hurts B.O. Take

Wilkes-Barre, Pa.—Local box offices are feeling the effects of an epidemic of grippe and colds, coupled with recent heavy snow storms and inclement weather.

CLIFFORD WORK

(The Man on the Cover)

Universal's Vice-President in charge of the studio, who will outline the company's ambitiously planned program for the new season to the sales forces at the convention being held in Chicago this week-end.

SHOWMEN'S Trade Review

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1501 Broadway
New York City

Important Dates

Feb. 8-10: Universal mid-Winter sales meeting, Blackstone Hotel, Chicago.
Feb. 9-14: National Theatre Supply Co. branch managers' convention, Belmont Plaza Hotel.
Feb. 10: J. C. Nugent testimonial dinner, New York.
Feb. 10: National Theatres mid-winter divisional convention, Palm Springs.
Feb. 12: Schine Rochester employes St. Valentine's party, the Madison ballroom.
Feb. 14: Press Photographers' Association of New York Dance, Hotel Astor.
Feb. 14: Paramount Pep Club buffet supper, stage show and dance, Capitol Hotel.
Feb. 15: Hollywood Warners Club party, Biltmore Bowl.
Feb. 17: Philadelphia Showmen's Club dinner for Allen Lewis.
Feb. 21: Earle W. Sweigert-Ulrick Smith testimonial, Warwick Hotel, Philadelphia.
Feb. 22: Columbians dinner dance, Waldorf-Astoria.
Feb. 27: Academy Award Dinner, Biltmore Bowl, Hotel Biltmore, Los Angeles.
March 8: Warner Club ball, Waldorf-Astoria.
March 16: Boston Cinema Club dinner dance, Cocoanut Grove.
March 27-29: Paramount Theatre Partners meeting, Hot Springs, Va.
April 4: AMPA 25th anniversary dinner-dance, Hotel Edison.
April 5-7: Texas Variety Club golf tournament, Dallas.
April 24: Annual AMPA meeting.
May 5-8: SMPE spring convention, Sagamore Hotel, Rochester.
May 15-17: National Variety convention, Atlantic City.
June 18: Philadelphia Variety Club—The Exhibitor golf tournament, Philmont Country Club.

Royster to Head Netco Theatres

Eddie Hyman Made Assistant to Dembow

Harry Royster, assistant to Sam Dembow, Jr., and Leonard H. Goldenson in Paramount's Theatres Department, will be put in charge of the upstate Netco Theatres with headquarters in Poughkeepsie, N. Y., it was announced today by President Barney Balaban. Royster will assume his new duties on March 1, making his office with Harold Greenberg, booker, in Poughkeepsie, N. Y.

It was further announced that Eddie Hyman, formerly associated with the Century Circuit in New York and recently film buyer for United Detroit Theatres, Inc. in Detroit and assistant to Earl J. Hudson, in charge of operations of the Detroit organization, will come to New York City on March 1 as assistant to Dembow and Goldenson.

Goetz Re-elected to Head Film Bookers' Club

At a meeting of the Cincinnati Film Bookers' Club last week, Joe Goetz, assistant divisional director of RKO Midwest Theatres, was unanimously elected Chief Booker (president) for the sixth consecutive year. James Brunetti, head broker at Warner Brothers, was also elected assistant chief booker (secretary-treasurer) for a consecutive office.

Rugar Elected President

Salt Lake City—John Rugar of Park City has been elected president of Intermountain Theatres Association.

MPTOA Still Hopes For Distributor Concessions

50% of Rental of One Pic in Each Block-of-5 Seen As Possible Minimum; Kuykendall Speaks at Meet

Washington—Continued hope of some cancellation concessions from distributors operating under the New York consent decree is still held by the MPTOA, it was disclosed here this week by William F. Crockett, president of the MPTOA of Virginia, presiding at the unit's annual convention at the Shoreham Hotel.

Crockett, who was re-elected, mentioned 50 per cent of the rental of one feature in each block of five as a possible minimum concession. He urged members of his organization to give the decree a fair trial, and not to say it wouldn't work.

"It must work if we are to stay open, and we will stay open," he asserted.

Ed Kuykendall, MPTOA president, voiced similar sentiments and expressed the opinion that the decree was arbitrary, but added that he felt the Government was sincere in its efforts to correct industry evils. The decree, he said, is an example of what can be expected from Government entry into the industry, and called it the "opening wedge" on the Government's part.

Doubting that distributors would be able to offer five pictures in a block at all times and fearing that buying in less quantity would raise film rentals, Kuykendall declared. "If the distributors enter into it sincerely, I think we can get along with it. But if they try to take advantage of the decree, it is going to result in . . . litigation, legislation."

That exhibitors would make as little use as possible of the arbitration machinery was a hope expressed by the MPTOA chief.

Declaring he was in Washington to check on admission taxes and discuss the problem of student admissions with Government officials, Kuykendall warned that theatremen can expect to bear larger admission taxes in the future. He pointed out that the rule demanding full admission taxes on students was driving students away from the theatres, and asked the delegates to try to convince the Treasury Department of its error.

Col. Robert Barton, general counsel of the MPTO of Virginia, gave an analysis of the consent decree.

Other officers elected include Benjamin T. Pitts, vice-president; Harold Wood, secretary, and Sam Bendheim, Jr., treasurer. New board members are Carter Barron, Charles Denmead, Sydney Bowden, Jack Katz and R. H. Bolling.

The mid-summer convention will be held in June at the Chamberlin Hotel, Old Point Comfort, Va.

Special "Fantasia" Student Rates

Special Ruling by IRB Permits Reduction in Rates

The Broadway Theatre in New York, where "Fantasia" is the attraction, has instituted a policy of selling tickets for half-price to children and students under 16. Special matinees are also being held at reduced rates so that more children may see the picture. These shows are starting at 10:30 in the morning. The policy is said to be highly successful and will probably be extended to other engagements of the attraction when they open.

The theatre is said to have received a special ruling from the Bureau of Internal Revenue permitting the sale of the special tickets, which are marked for individual seats. Without this ruling, the theatre would have been compelled to pay the tax on adult admission, even though it charged half-rate. Furthermore, the case is said to be exceptional because the theatre is selling hard or reserved seat tickets and not strip tickets.

Improved Conditions Ends RKO Salary Cuts

All cuts in salaries throughout RKO have been restored to the basic salaries paid before cuts went into effect late in 1939, it was announced by President George J. Schaefer. Confined to employes earning more than $4,500 a year, the pay reductions ranged from 10 per cent to 50 per cent on a graduated scale. Improved domestic conditions which in recent months have helped to offset the loss in foreign revenue was given as the reason for restoration of former salaries.

Ideal Celebrates 20th Year with Banquet

Grand Rapids, Mich.—Over 250 employes of the Ideal Seating Co., and their wives were guests of the company at a banquet in the Hotel Pantlind Grill Room here Saturday night in celebration of the 20th anniversary of Ideal. Sterling silver merit buttons were awarded employes who have been with the company five years or more, while those employed for ten years or longer received gold buttons.

RURAL HOSPITALITY

The marquee sign of a Jackson Heights theatre this week revealed this bit of rural hospitality:

The Farmer Takes a Wife
The Baroness and the Butler



MGM PHOTOGRAPHING ALL THEATRES

Inside and Outside Views by Salesmen to Be Used in Picking the Company's Accounts

MGM will be able to pick its customers even more carefully than in the past as a result of photographing every theatre in the country, inside and out. Salesmen are being charged with the duty of photographing every theatre in their respective territories. Photographs are being sent to the home office where they will be filed together with complete information about the theatre, which the office already has, together with any pertinent additional facts which may be added from time to time.

Home office executives and exchange managers will thus have before them not only a written but a visual record of theatres as well. Only theatres in good condition will be permitted to play the MGM product.

Salesmen who do not have cameras are being supplied with them. The project is in charge of Jay A. Gove at the home office and he reports that while the photographing has been going on for some time, many theatres still remain to be photographed.

When the enterprise is finally completed, MGM will have available the only complete file of all the theatres in the country as an effort will be made to photograph theatres which do not now play the MGM pictures as well as those which are already on the books. Negatives are being retained by the exchanges with only a print of each shot being sent to the home office.

Pascal To Make Eight Shaw Plays, 2 a Year

Gabriel Pascal, Hungarian born British producer, who arrived in New York this week with "Major Barbara," his latest George Bernard Shaw play which United Artists will release, announced that he would film eight Shaw plays at the rate of two a year. "Major Barbara" will have its premiere at the Radio City Music Hall in a month or two.



Gabriel Pascal

Pascal expressed some interest in the fate of a single reel which he sent here some time ago in which the Irish playwright talked to American audiences. He was surprised it had not been released and shown to American audiences, he said. His next picture will be "The Doctor's Dilemma" which he will make in England. He also announced that Shaw is writing an original story for the screen.

REPORT "LACE" SALE

"Arsenic and Old Lace," smash Broadway hit, has been purchased by Warners for an undisclosed down payment and a percentage to the play's producers, according to well informed Broadway sources. A stipulation of the contract, it is said, is that Warners cannot release the film version until after Jan. 1, 1943.

S-W Experiments With Higher Prices

Balcony Admissions, Other Lower Scales Eliminated

Philadelphia—A five-cent raise in admissions on Saturdays and Sundays has been effected as an experiment by the Stanley-Warner circuit here. Balcony admissions and other lower scales are being eliminated wherever possible.

The experiment does not apply to all the houses, being tried out only in some downtown, neighborhood, and out-of-town theatres. Purpose behind the move, it is said, is to cash in on the business at peak times. Theatre operators believe the new policy will spread. The S-W move, observers believe, may mean a stop to the recent price-cutting activities of independent theatres.

Whalen Resigns

David B. Whalen, who has been handling publicity at Republic, resigned this week. He will not be replaced. Charles Reed Jones, who has been in charge of advertising, will also handle publicity.

Republic Acquires Dallas Franchise

Underwood, Ezell to Watch Theatre Interests

Negotiations have been completed by Republic to purchase the interests of W. G. Underwood and C. C. Ezell in the Dallas franchise for the distribution of Republic Pictures in the Texas territory, it was revealed this week by James R. Grainger, president and general sales manager, on his return from Dallas.

Lloyd Rust will continue as manager of the Dallas branch. No change in personnel is contemplated. Underwood and Ezell will devote their entire time in the future to their theatre interests.

More RKO Houses to Show "A" Pics at 9

After four months of experimenting with the policy of presenting the main feature at 9:30 every night at RKO Proctor's 86th Street and at 9:00 or 9:30 at various other RKO Theatres in and out-of-town, John J. O'Connor, RKO vice-president and general manager, has decided to extend the plan to additional houses in the RKO Circuit. Beginning this week, Proctor's New Rochelle will start its principal feature at nine o'clock nightly and on Lincoln's Birthday night (Feb. 12th) Keith's Flushing, the Coliseum, Pelham and Castle Hill will follow suit. In these and other RKO Theatres, the double feature performances will be continuous all day as usual, with midnight shows every Saturday.

"Back Street" Takes Miami

Crowds Jam Streets at Premiere of New Universal Picture; Many Distinguished Guests Attend Opening

Miami Beach, Fla.—With Deanna Durbin as guest of honor and the center of attraction, thousands of winter visitors and natives of this resort city jammed the streets of Miami Beach for blocks around the Lincoln and Cameo Theatres at which the double-barrelled premiere of Universal's "Back Street" started a run that many seasoned showmen predicted would break a few records.

In addition to an impressive galaxy of stage and screen celebrities and the 150 press representatives who were brought here as guests of Universal, civic and social leaders of the city turned out in ermine and mink to make an already colorful event even more glittering.

Motion picture executives from all branches of the industry attended the premiere and came out to voice the unanimous opinion that "Back Street" is a great box office picture.

Among those recognized at the Lincoln Theatre showing were Matty Fox, George Ade, Milton Berle, Peggy Fears, Major Albert Warner, Mitchel Hamilburg, Maxie Rosenbloom, Mr. and Mrs. Bob Wilby, Sidney Meyers and Mitchell Wolfson, Louis Sobel, John Joseph, Tom Connors, Billy Brandt, Danton Walker, Ted Husing, Sonny Shepherd and many others.

The newspaper representatives, who were guests of the company, were entertained from the moment of arrival last Saturday with a continuous round of activity including visits to the dog race tracks, Hialeah Park, the outstanding night spots, fishing trips, etc., up to the moment of departure for their respective home towns after a full week of hosting by Universal.

DeSylva Takes LeBaron's Post

Appointed Executive Producer at Paramount

Hollywood—Appointment of B. G. DeSylva as an executive producer at Paramount effective May 1 was announced this week. He succeeds William LeBaron, for several years managing director of production, who will leave that post and produce pictures of his own for Paramount distribution, starting May 1.

For the past few months DeSylva has been associate producer at Paramount and has been working on "Caught in the Draft," a Bob Hope-Dorothy Lamour comedy. He also plans to produce "Birth of the Blues," with a cast headed by Bing Crosby, Mary Martin and Caroline Lee.

Observers were speculating as to whether or not Paramount would acquire two of DeSylva's current hits, "DuBarry Was a Lady" and "Louisiana Purchase." MGM recently purchased his "Panama Hattie" for a reported $140,000, while Columbia has been reported seeking both "DuBarry" and "Louisiana Purchase."

Air Show Raises Funds for Greeks

With Hollywood's most important stars contributing their services, a mammoth air show to build a fund for Greek War Relief was scheduled to be broadcast Saturday night over the NBC red network as well as units of the Mutual Broadcasting System. Spyros P. Skouras, president of the Greek War Relief Committee, and Samuel Goldwyn, chairman of the Permanent Charities Committee for the motion picture industry, collaborated in arranging the event. Mort Blumenstock, eastern advertising manager of Warners, handled the campaign, assisted by Harry Maizlish, representative from Station KFWB, Ed Schreiber from the home office publicity department, and Al Simon, promotion manager of Station WHN.

Mull Release Date and Premiere of "John Doe"

With a score of key cities on the approved list of bidders for the world premiere of the Capra-Riskin picture, "Meet John Doe," conferences are now in progress with a view to a definite announcement being made next week covering the place of the premiere and the national release date. Robert Riskin, associated with Frank Capra in production of the film, is in New York conferring with Grad Sears, Warners' general sales manager.

Hays Recovers from Flu

Will Hays was expected to return to his desk this week after having been confined to his home with an attack of influenza.

Glass Named To UA Post

Will Be Western Ad and Publicity Contact Man

Appointment of George Glass as western publicity and advertising contact for United Artists was announced this week by Monroe Greenthal, director of advertising and publicity. Glass relinquishes his post as vice-president of Russell Birdwell and Associates to join UA, effective Feb. 10.

The appointment completes the UA advertising realignment, with David "Skip" Weshner as director of exploitation and Albert Margolies as director of publicity.

Glass has had wide experience in the motion picture as well as in the merchandising and newspaper field. Prior to his association with Selznick-International for three years in their advertising and publicity department, he was radio news commentator for the *Los Angeles Examiner*, assistant sports editor for the *Los Angeles Record* and worked on the political campaign during the Merriam-Sinclair gubernatorial race.

ASCAP Dissension Halts Trip to Capitol

Having been granted a 48-hour period of grace in which to negotiate a consent decree or face trial by the Government, ASCAP this week called off a proposed trip to Washington after a hectic session, thus creating renewed confusion in the radio music war. It was expected that the Government would accordingly press suit proceedings. Decision to remain in New York, to re-engage Lieutenant Governor Charles Poletti as their counsel, and to embark on a new approach toward settling their differences with the Government was made by the songwriters and publishers. Cancellation of the Washington trip was caused by a rift in the ASCAP board, one group favoring fighting the anti-trust matter through the courts and the other supporting the consent decree. BMI has already signed a decree with the Government.

Local 306 to Hold Dance at Manhattan Centre

New York Local 306 is holding a dance for the benefit of the organization's sick fund at Manhattan Centre on February 11. A. Kessler heads the special committee composed of J. J. Caravella, M. Rosenberg, A. Becker, H. Carfman, G. Basson, C. Beckman, D. Garden and M. Berkowitz.

Streamlined "Last Mile"

Astor Pictures will release a streamlined version of "The Last Mile," featuring Preston Foster and George E. Stone, through its various franchise holders, according to a deal closed last week with Mohawk Film Corp.

Signs Point To 150 Cases For Arbitration Immediately

George W. Alger and Albert Putnam Named to Appeals Board; 20th-Fox Instructs Salesmen on Decree

The machinery for the arbitration boards was set up last weekend and began functioning this week in preparation for its actual operation under the consent decree. Meanwhile, about 150 requests for "demands for arbitration" applications had been made to the various tribunals, indicating that approximately that number of cases would be filed.

The Appeals Board was completed this week. Former Federal Judge Van Vechten Veeder had already been named as chairman and Judge Henry W. Goddard announced the names of the other members this week. They are George W. Alger and Albert W. Putnam, both New York attorneys. Offices are being established in the RCA Building in New York and the AAA is establishing itself in the United States Rubber Building.

The "demands for arbitration," as they are termed, are simple forms. Each is addressed to the clerk of the tribunal. A preamble reads: "The undersigned, in accordance with the Rules of Arbitration and Appeals, demands that the controversy hereinafter described be submitted to arbitration under the Motion Picture Consent Decree, and filed herewith a Submission dated . . . in accordance with the provision of Section XXII, subdivision 9 of said Decree."

There follows space for the complainant to state his claim and the relief sought. Space is left for a listing of the name and address of each exhibitor or distributor against whom the complaint is filed, as well as that of any other exhibitor or distributor whom the complainant believes may be affected by any award.

The signature follows after an agreement to abide by the decision of the board reading as follows: "The undersigned, complainant, hereby agrees to submit to arbitration in accordance with the Rules of Arbitration and Appeals, under the Motion Picture Consent Decree, and undertakes to abide by and to fully comply with the award of the arbitrator."

Meanwhile, further instructions to 20th Century-Fox salesmen were learned of, adding some hint of how selling will be handled under the new system. It is pointed out to salesmen that the company wishes to avoid any arbitrator's decision against it and therefore instructs the men to so conduct themselves that there can be no occasion for any finding of an "arbitrary refusal to sell."

If an arbitrator should find in favor of an independent exhibitor who contended that a distributor "arbitrarily" refused to sell him on the sole ground that the opposition was a circuit house, the two competing theatres—circuit and independent—must bid between themselves for the product.

"Where such situation arises," according to 20th Century-Fox, "it is the intent of the decree that in such competitive bidding the features should be licensed to the exhibitor who offers the better terms to the distributor. The phrase 'better terms' would probably be determined as meaning terms which are calculated to, and on the basis of past experience probably would, produce the greatest revenue for the distributor."

Philadelphia Story Ends Record Run

Other Important Films Given as Reason

Only because ten important films were waiting to be shown was it necessary for Radio City Music Hall to terminate the six-week engagement of "The Philadelphia Story" this week, according to an announcement by W. G. Van Schmus, managing director. The film broke all attendance records in the eight-year history of the house, and was viewed by more than 850,000 people.

In announcing the termination of the engagement that has magnetized the attention of the entire industry, Van Schmus declared that to give it up "is like saying goodbye to an old friend."

Columbia's "Arizona" had its long-delayed premiere Thursday. Other films scheduled for early showing at the Music Hall include "This Thing Called Love," also a Columbia picture; RKO-Radio's "Mr. and Mrs. Smith"; United Artists' "So Ends Our Night," "Cheers for Miss Bishop," "Major Barbara" and "That Uncertain Feeling"; Columbia's "Adam Had Four Sons" and "Penny Serenade."

"25-30 Club" Officers Installed by McGuire

Officers of "The 25-30 Club" were installed by P. A. McGuire at the recent meeting of the organization whose requirements are that members shall have been projectionists for at least 25 years. The official roster is as follows: M. Berkowitz, president; M. J. Rotker, vice-president; M. Klapholz, secretary; R. Weinberger, treasurer; M. Polito, sergeant-at-arms; J. Serafine, J. Abrams and A. Kessler, trustees. Herbert Griffin, vice-president of International Projector Corp., and Harry Rubin, Publix projection chief, were elected members of the club.

Goldwyn-UA Suit Settled

Latter Buys Producer's One-Fifth Interest in It

United Artists has agreed to buy Samuel Goldwyn's interest in the corporation, thus ending the producer's suit against the company, seeking to end his exclusive distribution contract with it. Goldwyn will then be without any distributor affiliation but will make three pictures during the coming year nevertheless, expecting to obtain distribution either after the pictures are completed or while they are in production.

As recently as last Monday, UA filed answers to Goldwyn's charges, denying all allegations. The producer owned a one-fifth interest in UA. This may either be retained by the company or purchased by an individual.

Colo. Legislature Gets Eight Industry Bills

Denver—Eight bills affecting theatres and ASCAP have been introduced in the Colorado legislature. Introduced by request, the first would provide for a board of censorship. Another would set a tax on the sale and rental of motion picture films, while others would tax theatre seats on an annual basis, define Bank Nights and gift nights as lotteries, license and regulate operation of theatres, and would require the services of a licensed operator at public showings of 16 mm. films. Patterned after the Washington, Montana and Nebraska bills, three measures affecting ASCAP have been introduced.

Four Regional Meets Planned by Republic

Four regional sales meetings will be held by Republic to outline its sales plans for the 1941-42 season, it was announced this week by James R. Grainger, president, before he left for the Coast. The cities, as yet only tentatively selected for the meetings, are Los Angeles, Kansas City, Atlanta and New York.

Bernhard Speaker At AMPA Luncheon

Joseph Bernhard, general manager of Warner Bros. Theatres, was guest of honor at the weekly luncheon of AMPA held Thursday at the Edison Hotel. Gradwell Sears, Clayton Bond, Carl Leserman, Harry Goldberg, Sam Schneider and other Warner executives were in attendance.

Holland Gets New Post

Sid Holland, formerly with the Schine circuit and more recently manager of the Sheepshead Theatre in Brooklyn, is scheduled to take over management of the Palace Theatre at Youngstown, Ohio, some time this week, it has been announced.

The Talk of the Tents Up and Down the Land

Variety Club Notes

JOHN H. HARRIS, NATIONAL CHIEF BARKER

Weekly Get-Together of Filmdom's Good Fellows

Tent No. 1—Pittsburgh

Tennis Stars Visit Headquarters . . . Latta and Weiss on Vacations . . . Levy and Tottman on Sick List.

Visitors at the club this past week included tennis stars Don Budge, Alice Marble, Mary Hardwick and Miss Tennant, who were the guests of National Chief Barker John H. Harris at a luncheon at the club on Monday.

Other visitors were Cliff Hall and Sid Marion from the "Streets of Paris" unit at the Stanley, Wally Vernon, who opened at the Stanley on Friday, Nat Levy, RKO district manager, and Steve Broidy, Monogram sales manager, who was the guest of Mark Goldman, local Monogram manager, at the dinner on Monday night. Steve was formerly chief barker of the Boston tent.

Barker Abe Weiner of United Artists entertained the press at a luncheon at the club on Thursday given in honor of Richard A. Rowland, the producer of "Cheers for Miss Bishop." Rowland is a pioneer in show business and was originally from Pittsburgh.

At Family Night on January 31 the host and hostess were Mr. and Mrs. Tony Stern. Kings for the day at the Monday night dinner, February 3, were Art Levy and Joe Gins, Columbia barkers.

Barker C. J. Latta left for the Coast this week for a much needed rest and Al Weiss finally got away for that Florida vacation last Sunday.

National Chief Barker John H. Harris is in Washington to check up on the Ice Follies and attend the President's Birthday Ball.

The sick list this week shows Art Levy down with the flu and Jimmy Tottman from Warners scheduled for a trip to the hospital for an operation.

Tent No. 1 will sponsor a Turtle Derby this fall and National Chief Barker John H. Harris has been appointed general chairman.

Tent No. 2—Columbus

Harold Eckert a Benedict . . . Dinner for Officials Planned . . . New Wall Paneling in Place.

First Assistant Chief Barker Harrold C. Eckert, drama editor of the *Ohio State Journal*, is the club's newest benedict. The bride is the former Thora Thrall Hoagland. His brother poker players will miss him.

William S. Cunningham is on a jaunt to Miami to see "Back Street." Treasurer Jake Luft is on the sick list. Chief Barker Virgil Jackson and family are back after a vacation spent at Fort Lauderdale. Robert T. Oestreicher, associate member, is spending three weeks in Florida.

A dinner for state, county and city officials, first in the history of the club, is planned soon. Former Judge of Ohio Supreme Court Arthur Day, associate member, manages to be in his customary poker corner occasionally despite his residence in Cleveland.

The colorful new wall paneling, with plaques for each of the Big Eight producers, scores of star blowups and sketches showing Hollywood in action, is now in place. It replaces the former panels of star heads. Harry Schreiber, Johnny Barcroft and Lou Gross, of the Palace sign shop, dreamed up this decided addition to the club's decor.

NATIONAL VARIETY CONVENTION

May 15-16-17 Atlantic City

Are you planning some function to raise funds to send a record-breaking delegation? This will be the biggest convention ever, but every individual must do his part to make it so.

Tent No. 3—Cincinnati

Barkers' Minds on Atlantic City . . . Harry Goldstein a Visitor . . . General Meeting Called for Next Week.

With the first serious articles in the press anent the coming of the baseball season and the question—can the Reds repeat—the minds of most of the barkers are turning to the spring national convention of Variety to be held in Atlantic City comes the middle of May. From all present indications it looks like quite a Cincinnati delegation will travel east to the Atlantic coast.

Joe Oulahan, local mentor for Paramount spent several nights at the clubrooms proudly exhibiting his new district manager, namely the one and only Harry Goldstein. Lots of luck to you, Harry.

Paul Sullivan, the ace Columbian Networks commentator whose musical voice on timely news emanates from Louisville, Ky., home of the Derby, made his usual pilgrimage to the local tent last week. Paul is a member of the Cincinnati aggregation of barkers, and always welcome. Harry Schwartz, the eminent exhibitor of Lexington, Ky., was another of the Kentucky Colonels to honor the local clubrooms with his presence during the past few days.

Another general meeting has been called by Chief Barker Bill Onie for next week. It is Onie's intention to have the membership at large pass upon every important issue pertaining to the good and welfare of the club.

Allan Moritz, Columbia's own in Cincinnati, and Mrs. Moritz, spent the week-end in Indianapolis as the guests of Marc and Mrs. Wolf who entertained their distinguished visitors from the Queen City at the Sonja Henie Ice Show. Wish we were that lucky.

Tent No. 5—Detroit

Installation Banquet Monday . . . Weekly Bingo and Dancing Parties Planned . . . Other Motor City Notes.

The tent will hold its annual Installation and Initiation Banquet on Monday, February 10, at the Esquire Room of the Book Cadillac Hotel. The event is scheduled to start at 6:30 p.m. Arrangements are being handled by Wade Allen, general chairman; John Howard, committee for film industry guests; Edgar E. Kirchner, tickets and arrangements; and J. Oliver Brooks, initiation ceremony.

The entertainment committee is headed by William Carlson, and includes Earl J. Hudson, David M. Idzal, and Raymond Schreiber. In accord with the custom of "The Heart of Show Business," a big revue playing at a downtown theatre, will present its routine at the banquet.

Opening of a series of weekly combination Bingo and dancing parties on Saturday nights brought out one of the biggest Saturday Frolics crowds that Detroit has seen in many months. Under Wade Allen's general handling, Max Blumenthal and Irving Belinsky were ringmasters for the occasion. This week, Bill Carlson, who has more jobs and titles than any other man we know, was ringmaster, bringing down a special show for the occasion.

James F. Sharkey, RKO manager, with Harry Levinson, office manager, were hosts Tuesday evening for a sneak preview of "Mr. and Mrs. Smith" at the Michigan Theatre. Industry figures and newspaper critics from Detroit and upstate were invited guests, with a pleasant cocktail party in the Normandy Room of the Book Cadillac following.

Tent No. 10—Indianapolis

Week Full of Activity . . . Regular Meeting and Three Parties Held . . . Plaques Placed at Medical Center.

The first regular meeting under new Chief Barker Ken Collins was held last week. The attendance was good and plans for various charities to be undertaken during 1941 were discussed. On Tuesday night a party was held for the "Hellzapoppin" road show—on Friday night a party for two of the boys who have been drafted—on Saturday night a "Silver Dollar Night" under the direction of Carl Niesse. All of this extra activity during one week brought the biggest attendance of any one week in the history of the Indianapolis Tent.

The Club will shortly install two bronze plaques, one at the Indiana Medical Center, being put there in recognition of the Variety Club's work in establishing a blood bank, and another bronze plaque at the main offices of the Indianapolis Board of Education, being put there in recognition of Variety Club's activity in helping to purchase equipment for the training of underprivileged children. Everything points to a banner year for Tent No. 10.

Tent No. 12—Minneapolis

Membership Drive Planned . . . Ten Reasons Why One Should Join a Variety Club . . . Barkers Irked by Film Comedians

Milt E. Frosch, chairman of the membership drive committee, is enlisting the cooperation of all members of the Twin City Variety Club in a February membership drive. For the month initiation fees have been suspended. The aim is to secure at least 50 new members.

In a bulletin just issued, Chairman Frosch lists 10 good reasons why every person connected with the show business should be a member of the Variety Club. Here they are: Through the Variety Club he best can discharge his duties to the business from which he earns his living; because he can reap benefits to his and all show business, and to himself through Variety's concerted effort; because every man owes a debt to show business that can not be paid only in cash—a debt of personal service; because any man who becomes a member of Variety serves his community; because Variety unifies the spirit of all show business; because it links the people of our entire business in a common enterprise and makes possible great public interest; because my business judgment tells me whatever is good enough for my friends in this business is too good to pass up; because as a Variety member I am able to help others; because Variety membership shows my sympathy with an organized effort to better my city and my business and improve conditions of life within it; and because I

realize that attention to my business is not enough, that no individual business will prosper greatly unless general conditions are improved, that the Variety Club is a part of a nation-wide organization working to the end of helping the entertainment business and all its branches.

Club officers were irked by the attitude of those film comedians playing a personal theatre engagement here this week. They were asked to come to the club after their last show Saturday night to meet the boys and also were invited to make it their headquarters while in the city. The spokesman for the trio ungraciously told the club emissary they wouldn't come—they weren't going to be "put on the spot." This was a chance for them to create some good will for themselves and their comedy shorts but the boys couldn't see it.

Tent No. 17—Dallas

Ladies' Day Luncheon Set for Monday . . . Committees Lined Up for Spring Golf Tournament.

With a brand new crew of officers, directors and committeemen rapidly hitting their stride, things are beginning to hum in a big way at tent No. 17 of Texas. Outstanding social event of the month will undoubtedly be the first Annual Ladies' Day Luncheon to be held in the Grand Ballroom of the Adolphus Hotel, Monday, February 10th. Deanna Durbin, Universal's singing starlet, will be the guest of honor. Barkers Harry Sachs and Ted deBoer are handling tickets and report that advance reservations indicate the affair will be attended by more than 500 barkers, their wives, sweethearts and friends. In addition to the appearance and introduction of Miss Durbin, another feature of the luncheon will be an address by Judge Sarah T. Hughes. Miss Hughes is the only female judge sitting on the bench in Texas.

Barkers Bert King, "Hoot" Gibson and Duke Evans have lined up their committees for the annual Spring Golf Tournament. The event to be held at Brook Hollow Country Club in April will attract "pasture" pool playing barkers from throughout Texas to swell the Charity Chest.

British War Relief has been an important activity of Tent No. 17 during the past month. Under the chairmanship of Barker "Skipper" Cherry no less than 11,000 items of clothing were collected in less than one week's time. Barkers and other showmen made door to door solicitations picking up items in ten trucks. The club recently went 100 per cent for Aid to Britain.

Just back from a swing through Chicago, New York and Atlanta is First Assistant National Chief Barker Bob O'Donnell. In Atlanta Barker O'Donnell attended the Banquet Tent No. 21 gave in honor of Miss Martha Beery, Georgia's celebrated "schoolmistress of the hills."

The membership just voted $1000 for equipment for an Eye Conservation Clinic. This is in addition to the regular Charity program at Freeman Memorial Clinic.

Chief Barker Paul Short, fully recovered from a siege of "flu," is under full steam again and predicts 1941 to be banner year for Variety in Texas . . . Weekly attendance at luncheons has increased 150 per cent under an ambitious program handled by Short and Barker Charlie Meeker. Program includes ten attendance prizes, jeweled barkers to be awarded members having best luncheon attendance record for 1941.

Tent No. 19—Baltimore

Still Talking About the Annual Dinner Dance . . . Many Barkers Attend Opening of New Mayfair Theatre.

The Barkers and their guests are still talking about the success of the Third Annual Dinner Dance. Chief Barker Hicks, General Chairman Collier and all members of the committees are to be complimented on their work. Barker Rappaport sent over his entire show from the Hippodrome. Barker Schmuff brought his show from the State. Barker Sherwood in charge of entertainment had the leading acts from all the night clubs. And the ladies were surprised when each was presented with a manicure set and a book of 45 passes as favors. One of the ladies made the remark that she would like to go every week to an affair like this.

Chief Barker Hicks presented Dr. George E. Bennett, president of the Maryland League for Crippled Children, with the title to the new Pontiac station wagon. Dr. Bennett said: "In my experience with organizations, the Variety Club is unique. Here is a a band of men of importance in the world of business and pleasure, and they have banded themselves into an organization the primary purpose of which is to have a good time together. Yet if an opportunity arises to do good in this world, they do not quibble or debate the issue. They reach in their pockets and the deed is done."

All the members of Tent No. 19 received invitations to the opening of Chief Barker Hicks' new Mayfair Theatre. The theatre was opened with all the glamour of a Hollywood Premiere, flood lights, banners, even down to introducing notables over the air as they entered the theatre. Governor O'Connor, Acting Mayor O'Connell and many other Government and State Officials were present. The Mayfair is the last word in comfort and equipment, with not the slightest detail overlooked. Baltimore can well be proud of its newest theatre.

Tent No. 21—Atlanta

Town Welcomes Deanna Durbin . . . She Attends Installation Banquet . . . Bob Hawk Provides Amusing Comment

Variety and the show business was sold to the city of Atlanta in huge doses during last week when the Atlanta Variety Club, as part of its plans for its annual banquet, brought to Atlanta the lovely Universal Pictures singing star, Deanna Durbin and Paramount's singing star, Allan Jones, and Atlanta enjoyed it immensely.

The climax to the festivities which saw a huge gathering of Atlanta people at the depot to welcome Deanna Durbin and a like number of folks at the airport to greet Mr. Jones, was reached at a gala banquet held in the Henry Grady Hotel, Saturday night, in the Dixie Ballroom which in advance had been decorated for the occasion in the most lavish manner ever witnessed by even the oldest employes of that hostelry.

R. J. O'Donnell, First Assistant National Chief Barker, inducted into office the officers of the club who by unanimous vote in November were re-elected. Dean Raimundo de Ovies, nationally famous churchman, was inducted as the club's new chaplain and he delivered the principal speech of the evening during which time visitors were made more conscious of the great charity work the Variety Clubs of America are doing.

One of the features of the evening was the presentation of a check for $1,000 to the Martha Berry Schools for Georgia Mountain children. Miss Berry, the founder, was presented the National Humanitarian plaque at the Dallas convention last April.

While charity and the serious side of Variety was uppermost in the banquet itinerary, there was time out for the less serious things when Bob Hawk, quizmaster of the "Take It or Leave It" radio show, took over for some humorous comment and Allan Jones, despite some throat trouble which had caused him to cancel a concert in Birmingham the night before, held his audience of 350 spellbound with "The Donkey Serenade" from his picture "The Firefly" and "The Sleigh" which he will sing in the new Paramount picture "Hard-Boiled Canary."

Other well known persons who attended the banquet and who were introduced by Chief Barker Jenkins included: Tom Conners, of MGM; Mrs. James Durbin, Deanna's mother; Troy Chastain, chairman of the Fulton County Board of Commissioners; Lindley Camp, secretary of the State Senate; Major Clark Howell, publisher of the *Atlanta Constitution;* James Grizzard, executive secretary to Mayor Roy LeCraw; Herman Talmadge and his mother, Mrs. Gene Talmadge, son and wife respectively of Georgia's governor; Randall Evans Jr., Speaker of the House of Representatives; Charles Redwine, President of the State Senate; Mitchell J. Hamilburg, Miss Durbin's manager; John Joseph, director of publicity and advertising for Universal; the presidents of all Atlanta civic clubs and many others.

At the conclusion of the banquet Chief Barker Jenkins announced that Tent 21 now had in the bank, in cash, the sum of $15,000 which within a few weeks would be spent to start off the club's major charity activity which has not as yet been selected although several projects are under consideration.

Tent No.22—Oklahoma City

Health Center Rapidly Nearing Completion . . . Project Will House Complete Clinical Service.

Construction work on the Variety Health Center building is progressing rapidly and the date of completion and opening will be announced in the near future. Chief Barker Louis C. Griffith furnished the ideas and is the promoter of the project which will house a complete clinical service including a Salvation Army dental clinic, the Tubercular and Health association medical clinic, the Red Cross emergency and education departments, the Junior League "well baby" clinic and the Maternal Health group's prenatal and mother's clinic. Representatives from the tent and the agencies and an advisory board from the Oklahoma County Medical and Dental Societies will form a planning and policy committee to govern the project. Built at a cost of approximately $45,000 the project will be located on the site of the former Wesley Community House at Pottawatomie and Hudson Avenues. This is the tent's first big charity event but other worthwhile projects will be commenced soon.

Tent No. 24—Charlotte

Plans Formulated for Charter Night Dinner Set for March 10 . . . Chief Biller, Al Burke Busy With New Duties.

Though a baby only weeks old, Tent No. 24 is striding along like a big fellow under the leadership of Chief Barker H. H. Everett and his colleagues: First Assistant Chief Barker J. H. Vickers; Property Master John A. Bachman and Dough Guy H. F. Kincey, and Directors F. H. Beddingfield, R. J. Ingram, T. A. Little, James Prichard, John Holston and Bert Adams.

Last week's meeting formulated plans for the Charter Night dinner set for March 10th. Elected as Chief Biller, Al Burke of MGM is taking to the duties with a will.

It is expected that the tent's new quarters on the second floor of the Hotel Charlotte will be completed prior to the dinner at which time the tent will be officially presented with a charter.

THAT'S WHAT THEY SAID

They said that Dallas couldn't be topped . . . that it would stand as the greatest of all Variety conventions . . . but just wait till you see what happens at Atlantic City on May 15-16-17.

The Box Office Slant

Back Street

Universal **Drama** **89 mins.**

(Prod. No. Not Set—Nat'l Release, Feb. 7)

AUDIENCE SLANT: (ADULT) IT'S A NATURAL FOR THE WOMEN, WHICH MEANS IT'S "IN." MEN, TOO, WILL FIND THEMSELVES DEEPLY ABSORBED IN THE PLIGHT OF THE PRINCIPALS.

BOX OFFICE SLANT: WITH ITS FEMININE APPEAL, PLUS THE POPULARITY OF MARGARET SULLAVAN AND CHARLES BOYER, THIS WILL SURELY DO OUTSTANDING BUSINESS EVERYWHERE.

Cast: Charles Boyer, Margaret Sullavan, Richard Carlson, Frank McHugh, Tim Holt, Frank Jenks, Esther Dale, Samuel S. Hinds, Peggy Stewart, Nell O'Day, Kitty O'Neil, Nella Walker, Cecil Cunningham, Marjorie Gateson, Dale Winter. **Credits:** Produced by Bruce Manning. Directed by Robert Stevenson. Screenplay by Bruce Manning and Felix Jackson. Based on the novel by Fannie Hurst. Director of photography, William Daniels. Art director, Jack Otterson. Musical director, Charles Previn. Music by Frank Skinner.

Plot: Margaret Sullavan and Boyer meet in Cincinnati, fall in love. When he tells her he is going to Louisville to marry his fiancee, she is heartbroken. However, he asks her to come to the wharf, where he plans, as a surprise to her, to marry her. On the way she meets Jenks, with whom she had promised a half-date, and he detains her until the boat has gone. Five years later in New York, Margaret and Boyer meet again, but now he is married and rising in the business world. The old love returns. In her apartment she waits for opportunities to see him whenever freedom from business duties will permit. When he makes a six-month business trip to Europe, she decides to go back home and accept the proposal of an old suitor, Carlson. But again Boyer finds her, and she accompanies him to New York and later to Europe. Boyer's son, Tim Holt, learning of the affair, upbraids Margaret for her influence over his father. The next day Boyer suffers a stroke, dies. The shock of his death brings to the dying Margaret a vision of what might have been if she had not missed the boat. With the fading of the vision goes her life.

Comment: Marked by skillful direction, painstaking production details and inspired performances on the part of Charles Boyer and Margaret Sullavan, "Back Street" is one of the new season's finest dramatic triumphs. Its powerful love story will definitely appeal to the women, a factor that assures the film high box office returns wherever it plays. But, for that matter, men too will find themselves deeply engrossed in the tragic plight of the two principal characters. Not in a long time has Charles Boyer had such a choice portrayal, and he plays it with deep sincerity, while Margaret Sullavan's characterization is warmly human and emotional. One's attention is held firmly throughout, and the closing scenes are so heart-touching that few women will be able to restrain a tear or two. Deserving of praise is Frank Skinner's musical score, which adds immeasurably to the beauty and dramatic intensity of many of the situations. In every department, "Back Street" is a credit to its producer and worthy of the most elaborate selling campaign exhibitors can accord it. For selling suggestions see Showmanalysis in this issue on page 15.

Catchline: "Two great stars together for the first time . . . in the great American love story of all time."

Legion of Decency Ratings

(For Week Ending Feb. 8)

SUITABLE FOR GENERAL PATRONAGE

Western Union
Life with Henry
In Old Colorado

SUITABLE FOR ADULTS ONLY

Strawberry Blonde

OBJECTIONABLE IN PART

The Face Behind the Mask

CONDEMNED

This Thing Called Love

You're The One

(Hollywood Preview)

Paramount **Musical** **81 mins.**

(Prod. No. 4016, Nat'l Release, Feb. 7)

AUDIENCE SLANT: (FAMILY) WILL SATISFY RABID MUSICAL FANS AND THOSE WHO CAME TO SEE WHAT BONNIE BAKER AND ORRIN TUCKER LOOK LIKE.

BOX OFFICE SLANT: A GOOD DRAWING CARD FOR THE RADIO FANS.

Cast: Orrin Tucker, Bonnie Baker, Albert Dekker, Jerry Colonna, Edward Everett Horton, Lillian Cornell, Walter Catlett, Don Castle, Teddy Hart, Renie Riano, Eddie Conrad, Tom Dugan, Clarence Wilson, Mariska Aldrich, Charles Lane, Sammy Cohen, Dewey Robinson, Grace Hayle, Orrin Tucker's band, others. **Credits:** Directed by Ralph Murphy. Produced and written by Gene Markey. Director of photography, Ted Tetzlaff. Film editor, Archie Marsek. Art directors, Hans Dreier and Haldane Douglas. Songs: "My Resistance Is Low" by Orrin Tucker. "Oh Johnny Oh" by Olman and Rose. "You're the One," "I Could Kiss You for That," "Strawberry Lane" and "The Yogi Who Lost His Will Power," all by Jimmy McHugh and Johnny Mercer.

Plot: Albert Dekker, woman crazy radio band leader, loses his sponsor and is told he can have the program of a reducing food if he takes off considerable poundage. He goes to the vegetarian health resort of Jerry Colonna, where Orrin Tucker's band is playing. Tucker is carrying on a casual flirtation with Lillian Cornell, Colonna's head nurse. Edward Everett Horton, an agent, brings Bonnie Baker to Colonna's, passing her off as a notorious heart breaker, hoping to attract Dekker's attention and get her a contract. Bonnie and Tucker had been childhood sweethearts. He is stunned to see her as a sophisticated flirt, and snubs her. Thinking Tucker loves Lillian, Bonnie signs Dekker's contract. When Bonnie goes to the park and sings with the children, Tucker realizes she really has not changed, and their romance is patched up. Dekker's former manager successfully plots to prevent him reducing enough to get the new program. This releases Bonnie to go with Tucker. However, Dekker is signed for a product to add weight. Since he needs a singer, he takes Lillian, whom he heard sing at a charity show at Colonna's.

Comment: Musical farce would be the best description of this one, which interrupts its meagre plot thread at will to toss Colonna and Edward Everett Horton into most of old farce bits, not forgetting the man in the women's Turkish bath quarters. Despite yeomanlike work by the pair and some tried comedy assistants, its draw will have to remain largely those who are curious to see what Wee Bonnie Baker and Orrin Tucker look like. It does prove two things—that Albert Dekker belongs in straight drama; and that Orrin Tucker and Bonnie Baker are all right as singers, and as amateurish a pair at acting as the camera has caught in years. Musically it is stronger than on the comedy side, what with "Oh Johnny, Oh" and "My Resistance Is Weak" from the established favorite list; "I Could Kiss You for That" as a potential hit. Tie up with music stores. Get local bands to play the music.

Catchline: "The screen debut of Wee Bonnie Baker and Orrin Tucker."

Patents and Trade Marks

Patent and profit by your inventions. Protect your most valuable assets. Expert personal service.

LESTER L. SARGENT
Registered Patent Attorney

1115 K St. N.W. Washington, D. C.

Western Union

(Technicolor)

20th Century-Fox **Historical Drama** **95 mins.**

(Prod. No. 126, Nat'l Release, Feb. 21)

AUDIENCE SLANT: (FAMILY) AN EXCELLENT AUDIENCE ATTRACTION WHICH OUGHT TO EXCITE AS MUCH INTEREST AS "JESSE JAMES," "UNION PACIFIC" AND OTHER PICTURES. HAS PLENTY OF ACTION AND EXCELLENT COLOR PHOTOGRAPHY.

BOX OFFICE SLANT: SHOULD DO A TREMENDOUS BUSINESS. IT IS SAFE TO PREDICT IT WILL BE AMONG THE BEST GROSSERS OF THE YEAR.

Cast: Robert Young, Randolph Scott, Dean Jagger, Virginia Gilmore, John Carradine, Slim Summerville, Chill Wills, Barton MacLane, Russell Hicks, Victor Kilian, Minor Watson, George Chandler, Chief Big Tree, Chief Thundercloud, Dick Rich, Harry Strang, Charles Middleton, Addison Richards, Irving Bacon. **Credits:** Associate Producer, Harry Joe Brown. Directed by Fritz Lang. Directors of photography, Edward Cronjager and Allen M. Davey. Art directors, Richard Day and Albert Hogsett. Film editor, Robert Bischoff. Story by Zane Grey. Screenplay by Richard Carson.

Plot: Scott, an outlaw, saves the life of Jagger, surveyor for Western Union. Much later, Jagger finds that Scott has taken the job of scout for the party which will go across the country with the wire. Young, a Harvard graduate, is also with the party. Before they leave, both Scott and Young have fallen for Virginia Gilmore, Jagger's sister. En route, the party suffers the loss of its cattle and then its horses. MacLane, a Confederate sympathizer, is responsible, having stirred up the Indians. Finally, the camp is burned by MacLane and his gang who have held Scott prisoner. The latter breaks away but arrives when the fire is in full blast and is suspected of it. He is fired but after informing Young that MacLane is his brother, goes off to kill MacLane. The latter kills Scott but Young kills MacLane.

Comment: Here's a picture which should rank among the top-grossing pictures of the year. There's plenty of action in it and some excellent spectacle made even more beautiful by fine Technicolor photography. The story is engrossing throughout and the end quite surprising. The problem of who is to get the girl is left unrevealed, though Scott is killed. Jagger, who scored somewhat of a success in "Brigham Young," does even better with this film. Also "Western Union" has been helped either by a more

For Additional Exploitation Ideas on These Pictures, Consult the Encyclopedia of Exploitation—See Page 16

colorful history of the period or by a little movie license, for there is plenty of action in it, something which recent pictures from this lot have lacked. Scott and Young are excellent in the leading roles and Slim Summerville makes an excellent comedian. Be sure to get a tieup with Western Union telegraph offices. Book windows are available on the Zane Grey novel. There's a study guide available for school tieups.

Catchline: "The men who made the West."

Golden Hoofs

20th Century-Fox **Comedy-Drama** **66 mins.**

(Prod. No. 130—Nat'l Release, Feb. 14)

AUDIENCE SLANT: (FAMILY) AN ENTERTAINING LITTLE PROGRAM PICTURE THAT WILL PLEASE JANE'S FOLLOWERS.

BOX OFFICE SLANT: IDEAL BOOKING FOR FAMILY NIGHT OR ON SATURDAY WHEN FOLK FROM THE COUNTRYSIDE ARE IN TOWN. CAN TOP A WESTERN ON SOME BILLS AND SERVE AS SECOND FEATURE ON OTHERS.

Cast: Jane Withers, Charles (Buddy) Rogers, Katharine Aldridge, George Irving, Buddy Pepper, Cliff Clark, Phillip Hurlick, Sheila Ryan, Howard Hickman. Credits: Associate Producers, Walter Morosco and Ralph Dietrich. Directed by Lynn Shores. Screenplay by Ben Grauman Kohn. Original story by Roy Chanslor and Thomas Langan. Director of photography, Lucien Andriot. Art direction, Richard Day and Lewis Creber. Musical direction, Cyril J. Mockridge. Film editor, James B. Clark.

Plot: Jane Withers, youthful trainer of trotting horses, becomes infuriated when she learns Rogers has bought the Yankee Stock Farms to train his racing stock. She soon persuades him, however, to take an interest in harness racing. With a big race coming up, Rogers enters his own horse, while Jane enters hers, with Dr. Irving, who wants to raise money for a backwoods hospital, driving. Rogers wins the race, but when he learns why the doctor entered, he turns his winnings over to him.

Comment: Though it won't influence raves, this is a clean, wholesome, entertaining little picture with all the ingredients necessary to please the family trade. Jane Withers, even in adolescence, is still sprightly and lively and a talented actress, while "Buddy" Rogers, looking as youthful and handsome as ever, and George Irving, Buddy Pepper and Phillip Hurlick, lend excellent support. The film is ideal for a family night booking or for the weekend when folk from the countryside come to town. It can top a western on some bills, follow a stronger feature on others. Tie up with dress shops on Jane Withers fashions. Run special ads in the newspapers' sports section. Arrange a dance contest to be known as the "Golden Hoofs Sweepstakes." Use the horseshoe motif in your front and lobby displays.

Catchline: "More grown up . . . more lovable . . . but just as full of ginger as ever."

The Great Mr. Nobody

Warner Bros. **Comedy** **71 mins.**

(Prod. No. Not Set—Nat'l Release, Feb. 15)

AUDIENCE SLANT: (FAMILY) FULL OF GOOD LAUGHS AND THE KIND OF THING THAT WILL KEEP MOST ANY AUDIENCE AMUSED.

BOX OFFICE SLANT: NOT TOO STRONG ON BOX OFFICE DRAW BUT A VERY ACCEPTABLE PICTURE IF YOU HAVE SOMETHING ELSE TO BRING THEM IN.

Cast: Eddie Albert, Joan Leslie, Alan Hale, William Lundigan, John Litel, Charles Trowbridge, Paul Hurst, Dickie Moore, John Ridgely, Douglas Kennedy, George Campeau, William Benedict, Helen MacKellar, Joyce Tucker, Harry Field. Credits: Jack L. Warner in charge of production. Associate Producer, William Jacobs. Directed by Ben Stoloff. Screenplay by Ben Markson and Kenneth Gamet. From a story by Harold Titus. Director of photography, Arthur Todd. Art director, Hugh Reticker. Film editor, Rudi Fehr.

Plot: Albert and Hale, a barge captain, have long been saving money to buy a sailing vessel and go around the world, even though in other respects, Albert is a Casper Milquetoast. But one thing after another happens and they aren't able to save the money. Albert keeps his job in the classified department of a newspaper and still loves Joan Leslie who also works there. His ideas are stolen by Litel, the department head, but he doesn't realize it. Finally, he is fired but he tries to save Litel from drowning. Litel saves him instead but Albert is given the award for heroism. But even then he can't buy his yacht or marry Joan because he's drafted.

Comment: For good clean comedy, this sort of thing is hard to beat. Eddie Albert seems to have occupied the niche that Joe E. Brown once carved in Hollywood. For he plays the same type of role. His experiences in this picture are sure to find a sympathetic audience because he is an underdog throughout the picture. Everything he touches turns to dross. There are lots of good laughs in the picture and every time Albert's brow clouds up something funny is said or done. The story and screenplay writers deserve credit for fine material and the direction is excellent. Joan Leslie and Alan Hale are close behind Albert for acting honors. Sell the picture from its comedy angle. A tieup with the classified department of your newspaper should net you some excellent publicity. Run an essay contest in which letter writers will divulge their secret dreams.

Catchline: "The Great Mr. Nobody's efforts to be somebody."

Buck Privates

(Hollywood Preview)

Universal **Comedy with Music** **82 mins.**

(Prod. No. Not Set—Nat'l Release, Jan. 31)

AUDIENCE SLANT: (FAMILY) PLENTY OF GOOD FUN FOR YOUR PATRONS. HAS WHAT IT TAKES FOR MASS APPEAL.

BOX OFFICE SLANT: SOCK ENTERTAINMENT. A TOP-NOTCH FEATURE FOR ANY SPOT. WILL PROFIT BY WORD-OF-MOUTH ADVERTISING.

Cast: Lee Bowman, Alan Curtis, Bud Abbott, Lou Costello, Andrews Sisters, Jane Frazee, Nat Pendleton, Samuel S. Hinds, Harry Strang, Nella Walker, Leonard Elliott, Shemp Howard, Mike Frankovitch, Dora Clemant, Jeanne Kelly, Elaine Morey, Kay Leslie, Nina Orla, Dorothy Darrell and The World Champion Boogie-Woogie Dancers. Credits: Directed by Arthur Lubin. Original screenplay by Arthur T. Horman. Director of photography, Milton Krasner. Film editor, Philip Cahn. Associate producer, Alex Gottlieb.

Plot: Bud Abbott and Lou Costello, in trying to elude Nat Pendleton, a cop, sneak into a theatre. The theatre has been converted into an enlistment centre, and before they know what it is all about, they're in the Army. Bound for training camp, they are entertained by The Andrew Sisters, who have enlisted as hostesses, and Jane Frazee, also a hostess. At camp they discover that their sergeant is Nat Pendleton, and from then on the fun begins.

Comment: If Army life is just a fraction as enjoyable as "Buck Privates," Uncle Sam's quota will be filled in no time. Hollywood's first picture about the funny side of camp life of the conscriptees in Uncle Sam's fighting forces, is a swell piece of entertainment for any type of audience. Without a doubt, it will leave your patrons laughing long after the film is unreeled, and will garner plenty of extra business from word-of-mouth advertising. Snappy musical numbers and dialogue keep it running at a fast pace, and the exceptionally fine cast take advantage of every minute they are on the screen. The hits of the show are Lou Costello, a very funny man, and Director Arthur Lubin, whose megaphoning is a delight. This does not mean that the others, which includes such personalities as The Andrews Sisters, Bud Abbott, Lee Bowman, Alan Curtis, Nat Pendleton and Jane Frazee, do not register in a big way. Every one of them, and that also goes for several bit roles, is perfect. Production, musical direction and photography are top-notch. This is a stellar attraction that will click in these troubled times. Fix up an Army canteen in one corner of your lobby, and arrange with the local Recruiting Office to set up a branch during your run. Contact American Legion for cooperation. Spot a bugler atop your marquee and dress house staff in Army uniforms.

Catchline: "You'll be caught in a draft of laughter."

Secret Evidence

(Hollywood Preview)

Producers **Mystery** **63 mins.**

(Prod. No. 106—Nat'l Release, Jan. 1)

AUDIENCE SLANT: (FAMILY) GOOD DIRECTION AND PRODUCTION VALUES ASSURE HOLDING AN AVERAGE AUDIENCE'S INTEREST.

BOX OFFICE SLANT: LACK OF NAME PLAYERS WILL HOLD IT TO A SUPPORTING POSITION.

Cast: Marjorie Reynolds, Charles Quigley, Ward McTaggart, Kenneth Harlan, Donald Curtis, Howard Masters, Bob White, Kitty McHugh, Budd Buster, Charles Phipps, Dorothy Vaughan, Boyd Irwin, Cyril Ring, others. Credits: Directed by William Nigh. Produced by E. B. Derr. Screenplay by Brenda Kline, from Edward Bennett's original. Director of photography, Arthur Martinelli. Film editor, Helene Turner.

Plot: Marjorie Reynolds, secretary to Quigley, becomes engaged to him when he is appointed assistant district attorney. Her brother had been involved in a crime and his erstwhile partner, freed from prison, comes to him to get his share of the loot. The brother has decided to go straight. A man is shot down and Marjorie's brother goes on trial. Quigley puts her on the stand and his merciless questioning induces the real criminal to confess, clearing Marjorie's brother.

Comment: Fast paced direction by William Nigh and excellent production values by E. B. Derr get every possible entertainment and suspense value from this story, and the acting of the male leads matches their standards nicely. Even with Marjorie Reynold's acting not quite adequate to the emotional demands of her role, it ranks well ahead of ordinary entertainment in its class and should fully hold audience interest in all but de luxe locations. Because of this word-of-mouth praise will in the long run partly offset the lack of name players. Charles Quigley, away from the screen for some time, and McTaggart prove to be perfectly cast foils as the assistant district attorney and the shrewd-minded ex-crook. Sell it from the romance angle without stressing the gangster stuff.

Catchline: "Can a man really love a girl and torture her on the witness stand?"

Blonde Inspiration

MGM **Comedy** **72 mins.**

(Prod. No. 123, Nat'l Release, Feb. 7)

AUDIENCE SLANT: (FAMILY) THERE ARE SOME GOOD LAUGHS BUT MANY OF THEM ARE WRENCHED FROM FORCED SITUATIONS.

BOX OFFICE SLANT: LACK OF TOP NAMES AND IMPLAUSIBLE STORY MAKES THIS JUST A PROGRAM PICTURE.

Cast: John Shelton, Virginia Grey, Albert Dekker, Charles Butterworth, Donald Meek, Reginald Owen,

(*Continued on Page* 16)

For Additional Exploitation Ideas on These Pictures, Consult the Encyclopedia of Exploitation—See Page 16

GETS DIMES WITH QUIZ

Manager Evans Kall of the Polk Avenue Theatre, Jackson Heights, N. Y., did his bit recently in aiding the "March of Dimes" campaign. As part of one of his audience-participation games, Evans conducted a quiz. Those who answered questions correctly were awarded a dime; those who didn't had to forfeit a dime. In this way quite a sum was raised, which was turned over to the campaign to fight infantile paralysis. The youthful manager believes the same stunt can be used in conjunction with many other benevolent campaigns, and we are prone to agree with him. We're glad to pass the word along.

Doob's Campaign on "Escape" Earns Him Honor Roll Button

Edgar J. Doob, manager of Loew's, Wilmington, was awarded M-G-M's Honor Roll Button for his recent outstanding exploitation campaign for "Escape."

Highlights of the campaign follow:

Radio campaign, including daily announcements, interviews with theatre manager; and old song contest, in which listeners were asked to identify numbers, correct answers resulting in the spelling out of "Escape-Loew" by putting together first letters in each title. Roses given away to first 200 women attending show opening day. Window displays in four prominent downtown windows. Large display in public library, including stills from picture. Book tie-up with novel from which film was taken. Window cards in 20 important spots. 2,000 star photo cards used by a leading department store, 1,000 mailed to select customer list and the balance put into packages wrapped in store. Six uniformed ushers in parade carrying "Escape" signs, occasion of parade being opening of widened street in front of house. Lobby and sidewalk displays of 40x60 pastels and still layouts.

White Collar Girl Contest Is a Phase of "Kitty Foyle" Campaign

A "Kitty Foyle" newspaper contest to select the typical Cincinnati White Collar Girl featured the campaign put on by Manager Joe Alexander of the Albee Theatre for "Kitty Foyle."

The Cincinnati Post sponsored the contest which ran for one week before the opening, with a generous allotment of photographs and daily news stories. The "Kitty Foyle" serialization in the *Post* ran for three weeks. Newspaper trucks were placarded crediting the attraction, theatre and playdate and all newsstands were covered with tack cards.

The Post, in a door-to-door campaign, distributed 500,000 descriptive Kitty Foyle folders carrying the first few chapters of the story, and 1,500 window cards in the area of *Post* circulation. Five daily spot announcements plugging the serial and picture were held on Stations WSAI and WCRP and a best letter contest was conducted by Station WCPO, with the winner receiving opening night tickets.

YOU MAY WIN!

STR's short subject idea contest is open to all theatremen. Here's a coupon—use it with your suggested plan for selling shorts to the public. See issue of February 1st for rules and money prizes.

I am entering the SHOWMEN'S TRADE REVIEW Idea Contest with my letter enclosed.

Name.....

Theatre.....

Street Address.....

City.....State.....

Meet Your Exchangemen

Clayton T. Lynch (MGM)



There have been film men who were teachers, lawyers, brokers and policemen, but Clayton Lynch, now MGM manager in Los Angeles, was a political figure in Kansas City until 20 years ago. He joined Goldwyn as a salesman in Omaha. The next year, he became branch manager in Des Moines. With the merger he went back to Omaha, then was shifted to St. Louis in 1926. After ten years in the latter spot, he was transferred to his present spot in Los Angeles. He doesn't have the same interest in politics that he used to, but next to pictures, it's a fascinating game, he says.

Albert Mendenhall (Paramount



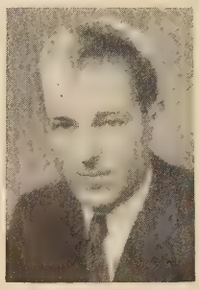
Ted started, like many others, as an exhibitor, having owned and managed theatres in Racine, Wis., Kansas City and Iowa. He joined Paramount as a salesman in Des Moines in 1920. Five years later he was promoted to branch manager in Sioux Falls and in 1926 was shifted to Omaha, where he has been ever since. He is a member of the Masonic Lodge of Omaha and is Chief Barker of the Omaha Variety Club.

Albert Kolitz (RKO-Radio)



Al is an old-timer in the Cincinnati territory, having been located there all his life and selling film there for 16 years. He started his career with Standard Film Service and then joined Warner Bros. traveling in West Virginia and later in the city. In 1931, he joined Universal as its West Virginia salesman, remaining with that company until 1936, when he resigned to join RKO as city salesman, a position he holds today.

E. Torey Roberts (Columbia)



Torey was born in Freeport, Ill., and was practically raised in the film business having worked as Poster Clerk after school at Omaha. He later moved to Los Angeles where he became associated with his brother-in-law in State Right Distribution. Soon after he served as branch manager of Vitaphone at San Francisco for a number of years and in 1931 moved over to Columbia as salesman for the Sacramento Valley territory, where he is now holding forth. He is popular with all the exhibs there.

Eugene Gerbase (Republic)



Gene is Republic Branch Manager in Denver, under J. T. Sheffield, who has franchise in the Northwest. He joined General Film Company as poster clerk in 1914. When General went out of business, he joined Triangle. In 1917, he went to work as a Universal salesman, and six months later, was appointed branch manager, which post he held until 1925. He divided the next ten years between First National and Warners, and was appointed Denver Republic manager in 1935.

Roscoe R. Thompson (Universal)



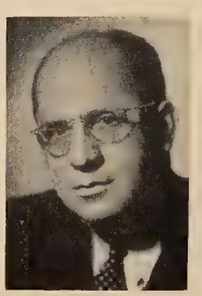
Roscoe originally broke in as a salesman with RKO Pathe late in 1926. He served them for four and a half years until—his record makes no bones about it—he was fired. Several months later he joined up with Educational-World Wide and was with this company until early in 1933 when he saw fit to accept an offer from Universal as Kansas City salesman. Roscoe is one fellow who can truthfully say "I'm from Missouri." He was born, raised and schooled in the small town of Marcelina and Kansas City has been his headquarters ever since he began earning his own living. He's married and a proud father.

John Frey (Republic)



John, who is now country salesman for Republic in the Los Angeles branch, entered the business with Universal in Arizona in 1924. He sold for that company for ten years and then joined United Artists where he remained until 1936. In that year, he joined Republic. He sells all of the accounts outside of the city of Los Angeles and all of Arizona. By now, he knows every exhibitor in the territory intimately.

Albert L. Sugarman (RKO-Radio)



Just before the World War began, Al started as a salesman for Universal in Cincinnati. Three months later, he joined the Army. On his discharge, he went back to Universal as office manager and salesman, remaining until 1927, when he was made branch manager in Pittsburgh. He joined RKO in December of 1929 as salesman for the Columbus territory. He has remained in that post through the successive mergers.

Selling the Picture

EMPLOYES' SALES SLANTS

Employes of Wometco Theatres were eligible recently to compete in a contest for the best exploitation ideas on "Arizona." Prizes totaling $100 were offered by the circuit and Columbia Pictures, being divided as follows: First, $35; Second, $20; Third, $15; Fourth, $10; and 5th, 6th, 7th and 8th prizes, $5 each.

Officials of Wometco and Columbia are to be congratulated for making such a contest possible, for it is seldom that prizes are awarded to employes for ideas. And believe it or not, employes can have ideas for exploiting films that are probably just as good as those originated by experts. We haven't heard who won, but we don't doubt but that Judges Sidney Meyer and Sonny Shepherd had no easy time of it in selecting the winners.

Next time you're looking for some selling ideas, why not repeat the above procedure, perhaps on a smaller scale, if necessary? Wouldn't it be worth $25 or $50 to get some workable slants from members of your staff? Think it over.

Jeweler Tieup, Alumni Contact, Feature Conner's "Rockne" Selling

Starting three weeks in advance to plug the engagement of "Knute Rockne—All American" at the Sheboygan Theatre, Sheboygan, Wisconsin, Manager Marlowe Conner played the short subject, "Football Highlights," followed by the trailer.

Because his assistant, Jim Gorman, is a Notre Dame Alumnus, Conner had access to numerous tear sheets and headlines made by Rockne during his day. These were mounted on a large cut-out football, which in turn was mounted on goal posts for an attractive lobby display.

Gorman contacted Notre Dame alumni in Sheboygan and started them talking about the picture.

The essential elements from the six- and three-sheets were used to highlight a special front.

Tieing up with a jeweler, who paid three-fourths of the cost, Conner arranged to have 2,000 football schedules featuring a prediction contest distributed. Twenty-five passes were offered to those guessing the nearest correct scores. To anyone guessing the correct scores, the jeweler offered a ladies' or gentlemen's wrist watch.

Holding a Football Matinee preceding the opening, Conner promoted ten footballs from Sears, and Gorman got games from another local dealer, to give to every child attending the matinee. Successful in getting the Governor to proclaim the week as Knute Rockne Week, Conner ran the Proclamation in the newspapers with a story and featured it in the lobby.

Lance's Oil Derrick Front

A large model of an oil derrick made a dramatic front for the Vogue, Skellytown, Tex., as part of the "Boom Town" campaign put over by C. L. Lance.

"Luck" Has Little to Do With It

Lots of reasons are advanced for success, chief among them being "luck." But good luck is just another name for being wide awake.

Splendid Cooperation Marks "Liberty" Selling

Many Organizations Support Rosenthal in Merchandising Timely and Unique Picture

One hundred per cent cooperation from local organizations in conjunction with his campaign on "Land of Liberty" has been reported by Manager Morris Rosenthal of the Loew Poli-Majestic Theatre, Bridgeport, Conn.

The campaign was one of the most extensive ever put on here, and included the following activities:

Advance Screening—In attendance were the Police Dept., Board of Education, High School Principals, Director of Naturalization, Parochial Schools, American Legion and all Veteran organizations, Boy Scouts, Boys Club, Parent-Teachers Association and the Junior College.

Civic Cooperation—Through the "I Am An American" Club—an organization promoted by the Chamber of Commerce and now boasting a membership of 10,000 from the retail store association, wholesale houses, factories, etc.—Rosenthal was able to place posters in every factory; the Chamber of Commerce mailed out 700 letters to prominent members and arranged a special screening for the committees of the organization and factory executives; the secretary of the organization spoke at various plants and to several groups on the picture; Rosenthal and Mark Larkin (of the Hays office) spoke before factory heads at weekly luncheon of the manufacturers and the Chamber of Commerce.

Noted on School Bulletin Boards

School Cooperation—After "Land of Liberty" had been approved by Supt. Worcester Warren of the Board of Education, every school in the city posted an announcement on its bulletin board; each teacher was instructed to make an announcement in all classes, and some 1,500 persons attending the Naturalization sessions were urged by the head of these classes to see the picture.

Hays Office Cooperation — From the MPPDA office in New York, special letters were sent to important personages in Bridgeport, the mailing list having been supplied by Manager Rosenthal.

Advance Heralds—Four days in advance, approximately 5,000 heralds were distributed from house to house in the better residential districts.

Library Cooperation—A set of stills and cards were posted in the main library rooms of all four branches of the public libraries.

Opening Night Parade—Formed of "I Am An American" members, a band, theatre ushers and banners, a parade attracted thousands on the opening night.

Newspaper Breaks—Rosenthal contacted managing editors, editorial writers and critics, all of whom promised their support and cooperation. Art and feature stories, and signed reviews after the opening, were run in *The Bridgeport Post* and *The Times-Star*. The afternoon papers ran editorials.

Radio—Several flash announcements, purported to be by the "I Am An American" committee, were contributed by Station WICC.

Stores—Special posters were placed in the window of every downtown store.

Special Letters—Besides 800 letters sent out by the Chamber of Commerce, the YMCA also contacted its membership list by mail, which totals 2,200.

Phone Calls—As a follow-up to all letters and invitations, Harry F. Shaw, division manager, and the Hays representative, telephoned all factory executives, while the Chamber of Commerce kept several girls busy contacting residents by telephone.

Junior Reporters Cooperation—An organization of high school reporters put out a "Junior" page in the *Post* every week. On behalf of "Land of Liberty," they ran a story with art, and followed up the initial showing with a review on the film.

General Electric Cooperation—One of the outstanding factories in Bridgeport, the General Electric plant arranged a special morning performance for its night-time employes. By virtue of this arrangement, Rosenthal planted a front-page story in the *General Electric News*, trade paper, and thus paved the way for future publicity in this publication.

Ministerial Association Cooperation—Manager Rosenthal approached Rev. Horace Day, head of the Ministerial Association. Interested, he promised his support and said he would urge the clergy to endorse the picture from their pulpits.

Lobby and Front—With red, white and blue predominating, the advance lobby display took on a patriotic appearance. Huge shields featuring the cast were spotted prominently. For the opening, the front was decorated with pennants, bunting and American flags.

Organizations contacted by Rosenthal during his campaign on "Land of Liberty" included the Kiwanis Club, Rotary Club, Lions Club, Boy Scouts of America, Chamber of Commerce, American Legion, Daughters of the American Revolution, Grand Army of the Republic, Sons of Naval Veterans, Sons of St. George, British War Veterans, Veterans of Foreign Wars, Parent-Teacher Association.

For Better Show Selling *Showmanalyses* Have Appeared In STR on Following Pictures

Arise My Love	Nov. 9
Back Street	This Issue
Bank Dick	Nov. 30
Escape	Nov. 2
Go West	Dec. 7
Her First Romance	Jan. 11
Kitty Foyle	Dec. 21
Land of Liberty	Jan. 18
Letter, The	Nov. 23
Melody Ranch	Nov. 16
Mr. and Mrs. Smith	Feb. 1
Philadelphia Story	Jan. 25
Son of Monte Cristo	Dec. 28
Spring Parade	Oct. 5
Thief of Bagdad	Dec. 14
Third Finger, Left Hand	Oct. 26
This Thing Called Love	Jan. 4
You'll Find Out	Nov. 23

Program Exchange

Mailable Window Card Is New Advertising Medium For Devil's Lake Showman

ALMOST all winter long we have been waiting to see a good snowstorm. We've been jealous of you theatremen in territories where the landscape is clothed in a mantle of snow throughout most of the winter. But no more, for now as we write these lines the tiny flakes are swirling about our window. It's the first *real* snow of the season. Of course, we've had light snowfalls now and then, but the snow melted almost as fast as it hit the ground.

So as to keep ourselves in this atmosphere, we're going to comment on the activity of Manager A. E. Ableson of the Lake and Hollywood theatres, Devil's Lake, North Dakota, where snow is snow and temperatures are low. He sends us what he calls "a mailable window card." To 25 small surrounding towns each week go as many of the cards through the mail, and in each town at a spot which has already personally been chosen by Ableson one of the cards is displayed. Some locations are post offices, others are general stores, etc. So that they can be set on counters, frames have been designed to hold the cards, since they will not stand without support.

"For this advertising service that these small town business men provide for us we have issued season passes," Ableson reports. "We find that these passes are seldom used. Occasionally, when cards have arrived late due to weather conditions (probably a snowstorm!!) or mail service, we have been asked where the cards were. The people in these small towns now look forward to each new card to find out what we are playing at our theatres."

We hope the Devil's Lake showman won't mind us revealing just how much this advertising sets him back each week. The entire cost of printing the cards, which are also used locally, is $7.50 per week. Add to this the postage for mailing purposes, which amounts to 57 cents, and you have a grand total of $8.07. That's a pretty reasonable fee to have announcements of your attractions posted in 26 towns (including your own).

Ableson says he is receiving requests from many individuals for the cards. We concur with his belief that this may be a good advertising medium for other theatres in situations surrounded by small towns.

Well, we're still in the snow. At least we think it may be snowing out in McMinnville, Oregon. If it isn't, it should be, for Manager M. W. Mattecheck has joined the Program Exchange, and has sent us a copy of his program. Welcome, M. W. Up to now we hadn't heard of McMinnville, but that doesn't mean anything, for we hadn't heard of Argyrokastron either until the Italo-Greek war began. But, anyway, McMinnville must be a thriving little community. We've got to hand it to Mattecheck for putting out an attractive program. In four pages and printed on squash-colored paper, it features the month's billings for the Lark and Gaiety theatres. The first week's attractions are on the front page, then on the inside spread are those for the balance of the month. On the back page is the Gaiety's program for the entire month. Shallow, two-column ad mats are used on the inside spread, while on the front elongated one-column mats are used.

Members Added This Week

M. W. Mattecheck, Lark Theatre, McMinnville, Ore.
Leon Schafer, Fox Theatre, Corning, N. Y.
William Briemann, Ambassador Theatre, Baltimore.

"Miss Liberty" on Front Page

To get away from the snow now, we'll shift the scene of our discussion from Oregon to Texas. Down in Port Neches, Manager W. S. Samuel, who also oversees another theatre at Nederland, is advertising his attractions in a showmanly manner. The current issue of his weekly program features on the front page a sketch of "Miss Liberty," whose flaming torch illuminates a saluting soldier, sailor and marine. In a panel is this copy: "In respect . . . to the thousands of Americans who put the welfare of their country above all else." Here is ample evidence that Samuel is cooperating with the National Defense Program.

Samuel also puts out colorful and attractive handbills whenever he has an attraction, or institutes a policy, on which he wishes to place special emphasis. One handbill asks, in bold, black letters: "Have you been to see the 'twins' at the New Lyric Theater?" Pictured is a pair of twins playing in the sand, one crying, the other contented. It's a plug for the "twin" features every Tuesday. Not a bad advertising gag at all, and Samuel probably peps up his Tuesday business to a considerable extent.

Highlighting another handbill is a personal message from the manager in which he extols the entertainment merits of "They Knew What They Wanted." He labels it a "must see," and declares that the picture "gave me one of the biggest thrills I have had in many a moon." Through his own appeal, Samuel must have attracted more patronage than would have been possible through a mere announcement.

Well, back to the snow we go. Here we are now way up in Tilbury, Canada, where the merchants are solidly behind Harland Rankin, manager of the Plaza Theatre. He sends us a two-for-one ticket, sponsored by the local General Motors dealer. It seems that Tilbury and Chatham merchants are nearly always sponsoring a special event at the Plaza, and that's good news, for when you get the backing of dealers you always keep the door open for all kinds of co-operation.

Back to Texas we go. Just noticed an item in The Reminder which welcomes all newcomers. "If you will stop at the Rose and Wallace theatre box offices," the item says, "and leave your name, we will print it in The Reminder, and you will receive a guest ticket." No more than one family can be listed on each card or letter sent in. "Old residents" whose names have not appeared in the publication are also urged to bring or send theirs in. We have a feeling that a flock of signatures flood the Rose and Wallace regularly.

With McCallum in Kentucky

How's the weather down in Kentucky? Shelby McCallum should be able to answer that question for us, since he's busy these days presiding over the Benton Theatre at Benton and the Kentucky at Gilbertsville. At least those two theatres are listed on the program he sends us. As you know, probably more popcorn is consumed annually in Benton than anywhere else in the United States, because local fans continually strive to get that tenth bag, which contains a free pass.

Well, that seems to be all for this week. We're going out now and ski along Broadway. In half a fortnight you'll find us on this page again.

P. S. In recently listing George M. Goldstein of the Gorge Theatre, Bingen, Washington, as a new member of the Program Exchange, we inadvertently left the "n" out of Bingen. We regret this error.

INSTITUTIONAL COPY

(Editor's Note: The following copy was written for the programs of Warner Chicago Theatres by Charles H. Ryan. It can be easily adapted to your own situation. Further examples will appear on this page from time to time.)

Parents

Your evenings out together are precious. Keep them up. You deserve a great show twice during the week. There was a time when you would not have thought it worth the trouble to go to "The Movies," but it is different now. The talking pictures stir your mind and imagination in the most thrilling way. They show you that drama is an essential item in a full and happy life. Won't you accept our suggestion?

CHANGE OF ADDRESS

Sam Hammond, formerly manager of the Carolina Theatre, Kinston, N. C., is now in charge of the West End Theatre at High Point. Members should make this change in their mailing lists. We wish Sam the best of luck in his new position.

--Your Application Blank--

Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW

1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....

Theatre .....

City .....

State .....

Money Dates

MARCH

10th

TELEPHONE FIRST USED, 1876. Tieups with the telephone company should be available on this occasion. Stills of the stars of your current attractions using the telephone can be used as window displays in the company's business offices.

12th

GIRL SCOUT ANNIVERSARY WEEK. Let the Girl Scouts give a benefit show in your theatre. Among the features of this show can be a demonstration of Scouting on the stage. Helping them in this campaign will benefit you greatly in goodwill.

GENERAL POST OFFICE established 1799. This date can be tied up with any pictures about the Pony Express service. It would be a good occasion on which to have a philatelists' exhibit in the lobby.

14th

MAINE ADMITTED TO THE UNION, 1820. It's a day to be observed in the Pine Tree State in which theatres should participate in local celebrations of any kind.

15th

FEDERAL INCOME TAX DUE. Just a reminder to have yours ready to post not later than midnight today.

BACK STREET

An STR Showmanalysis (REG. U. S. PAT. OFF.)

IT'S an old axiom in the movie business that when you have a picture with strong feminine appeal, it's "in." Such a picture is "Back Street." As you plan your selling campaign, bear this in mind, for it is important that many of the methods you utilize be directed, in the main, to the ladies. Keep your selling on a dignified plane, and yet at the same time don't permit this rule to cause you to hold your campaign activities down to a minimum. A dignified campaign can be just as effective as "gag" selling; the only reason it might fail in some instances is because the theatreman apparently begins to think about his own dignity, too, and lays down on the job.

"If this campaign has to be dignified," he may reason, "I can't go in for the usual ballyhoo stuff. Nope, that'd be *un*dignified. Guess all I can do is make my ads dignified, put out a few posters, and let it go at that."

Of course, he's all wrong. The selling slants presented in this Showmanalysis are in keeping with the theme of the picture; we believe they are on a dignified plane, free of "gags" and "circus" stuff. Yet, if our many years of showselling experience mean anything, we are fully convinced that, all in all, they will help immeasurably to assure a successful engagement of "Back Street" in your theatre.

At Miami Beach, Fla., on Tuesday, Feb. 4, Universal staged the world premiere, which was attended by noted columnists and syndicate writers from every key city in the nation. Your community may either be one of those key situations or is situated near enough to one of them that the news has reached your public by this time. Therefore, wouldn't it be pertinent to have some sort of display in the lobby announcing the forthcoming engagement of "Back Street"?

What about staging your *own* premiere? If you've ever entertained such an idea, this is the picture with which to carry it out. Some local woman's organization, or a sorority or social club might be induced to sponsor it. Local and visiting celebrities should be invited to attend. With the sponsorship of a club, you have the chance for stronger newspaper publicity, right on the society page where it *should* be in order to "hit" nearly every woman in town. In these columns might be listed the celebrities who have been invited and who have indicated they will attend. Your regular prices might be advanced slightly and seats reserved, but we leave this to your own discretion. At any rate, the theatre should be closed an hour or two before the big opening. Flood the front of the theatre with a battery of lights. Have a master-of-ceremonies on hand to greet the celebrities as they arrive. There are so many details in connection with a "first night" that we have not the space to list them here. But once you get it under way, you'll find these details cropping up, and you'll cope with them.

Now what could look more undignified than to see a man and woman riding around town in one of the old gas buggies of the late '90's? Well, for that matter, anything that's out-of-date may look undignified today. Yet gas buggies, hansom cabs, bicycles and drays of that colorful era are prominently featured in the early scenes of "Back Street," and if you can round up any replicas of these conveyances, you've got a great selling angle. It may be that in a tieup with an automotive agency and a bicycle shop you could arrange displays contrasting the "old" with the "new" and pointing out that the story of "Back Street" begins in the days of gas lights and gas buggies and moves on to the present time. As a matter of fact, utilities could be brought into play, proving that the housewife of today has many more conveniences today than did the housewives of the '90's.

Screenplay by Bruce Manning and Felix Jackson. Based on the novel by Fannie Hurst. Directed by Robert Stevenson. Produced by Bruce Manning.

Two stills (F. D. 1 and F. D. 2) showing sketches designed for the picture by Muriel King are available at your exchange. They can be used in connection with a fashion designing contest in which prizes are offered for the best modern adaptations of the gowns. As a variation, contestants (not in this contest, however) could be required to submit two sketches of a gown—one showing how it would have looked in 1898 and another as it would look according to today's fashion trends.

As you look through the stills, you'll probably find several featuring Charles Boyer in both "old and new" styles which can be used in men's store tieups.

Whenever a picture is adapted from a famous book, that fact should be expressed in your advertising. Here are some angles that, from past experience, have proved most effective in this phase of exploitation:

1—Bookmarks distributed in bookshops and public libraries. 2—Book display in bookshop windows and on counters of department stores. 3—Walking "book" street ballyhoo. 4—Book truck ballyhoo (*see cut*). 5—Imprinted throwaways utilizing detached pages from copy of "Back Street." 6—Copies of book given as awards in special contests. 7—Large replica of book in lobby, with stills pasted on pages to be turned by patrons. Use these angles in connection with those suggested in the press book.

Nearly every woman regards Charles Boyer as one of her favorite male screen performers (not to mention the men who place Margaret Sullavan at the top of *their* list). Why not order a certain number of portrait stills of these two stars, and give them away to the first certain number of men and women attending a special matinee or evening performance? Or, why not tie up with a women's shop for distribution of the Boyer photos to women, and with men's shops for distribution of the Sullavan photos to men. Both sets of stills might be numbered, with the men and women finding numbers which correspond each receiving a guest ticket which will admit the holder free with one paid admission.

Arrange a tieup with transportation companies whereby your attraction will be plugged via special display cards, tire covers, etc. Such lines as "This car direct to 'Back Street'," or "Quick, convenient, economical—take a Blue Cab direct to 'Back Street'" would be ideal for the occasion. Street cars might carry similar signs, as could also buses.

Several thousand napkins should be imprinted for distribution in restaurants and night clubs. Incidentally, you can get book matches from the Universal Match Co., St. Louis, Mo., which can be distributed in any number of important places, including drug stores, cigar stores, hotels, restaurants, men's and women's clubs, offices.

Something new and novel in displays is embodied in Universal's die-cut metallic background standees. If you've ever had difficulty in "crashing" a window with the usual window card or poster, you'll realize what a showmanship asset these standees are. We plug them only because we believe they are especially appropriate for "Back Street" and because we are certain you will be able to place them in spots you never thought possible.

If your city is east of the Mississippi, watch for the half-page ad on Beech-Nut Coffee which is scheduled to appear in 72 newspapers, mostly in Rotogravure sections. Your town may be one of the 72, so contact your newspaper advertising manager and arrange for a tie-in line above the ad.

The ideal cutout for your marquee is contained in the 24-sheet, while the two three-sheets will provide you with cut-out elements for front and lobby displays.

Whether you experience excellent business, a little better than average, or just average depends on the amount of showmanship you put behind "Back Street." It's up to you.



Book Truck Street Ballyhoo

Because "Back Street" was adapted from the popular novel by Fannie Hurst, plugging this fact is essential to the success of your selling efforts. One way of doing this, among many, would be to place a giant "book" on a flat-bed truck, as shown above. By means of a P.A. system a spieler could frequently plug your showing of the film.



Will Grab the Spotlight

With a provocative headline and a minimum of copy, here is an ad that's definite proof that every available inch doesn't have to be cluttered with copy. The halftone shading, the emphasis on the two stars and on the title, make this a layout to grab the spotlight from any other ad on the amusement page. On either side of the cast names space can be mortised out for boxes on short subjects and institutional copy, while the theatre signature plate can be placed above or below the ad itself.

From A-Boards to Zoo

You'll Find a Range of 10,001 Separate, Distinct, Sure-Fire Show-Selling Ideas in

ENCYCLOPEDIA of EXPLOITATION

436 Pages — Plus Barnum's Lexicon

(Boy, will that Lexicon come in handy when you're looking for just the right word to give your advertising Oomph!)

Now at a Bargain Price of

$1.95

•

De Luxe Edition

$3.50

•

Postpaid

HERE'S HOW TO GET YOUR EXPLOITATION AIDE

"Chick" Lewis
Showmen's Trade Review
1501 Broadway, New York City

Dear "Chick":

Enclosed is $1.95 for my copy of the Popular Priced Edition . . . $3.50 for my copy of the De Luxe Edition . . . (please check edition desired) of ENCYCLOPEDIA OF EXPLOITATION to be sent, postpaid return mail, to:

Name.....

Theatre.....

Address (St. & No.).....

City..... State.....

The Box Office Slant

Blonde Inspiration

(*Continued from Page* 11)

Alma Kruger, Rita Quigley, Marion Martin, George Lessey. **Credits:** Directed by Busby Berkeley. Produced by B. P. Fineman. Screenplay by Marion Parsonnet. Based on a play by John Cecil Holm. Directors of photography, Sidney Wagner and Oliver Marsh. Art director, Cedric Gibbons. Film editor, Gene Ruggiero.

Plot: Shelton, who is trying to write a novel, leaves his aunt's home. Dekker, publisher, and Conday, editor of "Smoky Trails," a Western magazine, are broke. Their one writer, Meek, refuses to write any more unless they pay him. The printer, too, demands money. When Shelton asks them for a job they take the $2,000 his uncle lent him, and he becomes a partner. He is infuriated when they steal his great epic novel and publish it in the magazine under a pseudonym, but Virginia Grey, their secretary, who has fallen in love with Shelton, saves the day by putting his own name on it. He throws a monkey wrench into the press, is arrested and gets wide publicity. But he is bailed out and hired by the head of a large firm which makes him editor of "Smoky Trails."

Comment: A rather flimsy story, some very forced comedy and lack of strong names in the cast, makes this a rather inferior picture for MGM. The plot is one that has some angles not often used before, but is basically the old story of "Boy meets girl, boy loses girl, boy gets girl." The laughs are too forced to be called real humor although they will bring some chuckles. The cast does the best it can with the material. Marion Martin, a mere foil in the picture, has but one line to speak. Meek, drunk throughout the picture, gets a few laughs and Butterworth manages to eke a few chuckles out of the situations. Altogether, it is not what one has been led to expect from MGM. Run an essay contest on whether gentlemen prefer blondes and if so, why. Offer a prize of four cents a word through the newspaper, for the best short story. Place a limit on the words so it won't cost you too much.

Catchline: "What every young author needs."

The Devil Commands

Columbia **Horror Drama** **65 mins.**

(Nat'l Release, Feb. 3)

AUDIENCE SLANT: (ADULT) DYED-IN-THE-WOOL HORROR ADDICTS WILL GO FOR IT, BUT THE AVERAGE AUDIENCE WILL NOT.

BOX OFFICE SLANT: OKAY IN THOSE SPOTS WHERE THEY LIKE THE HORROR STUFF.

Cast: Boris Karloff, Richard Fiske, Amanda Duff, Anne Revere, Ralph Penney, Dorothy Adams, Walter Baldwin, Kenneth MacDonald, Shirley Warde. **Credits:** Produced by Wallace MacDonald. Story by William Stone. Screenplay by Robert D. Andrews and Milton Gunzberg. Directed by Edward Dmytryk. Director of photography, Allen G. Siegler. Film editor, Al Clark. Art director, Lionel Banks.

Plot: Karloff, a scientist, is experimenting with brain waves. After his wife is killed in an automobile accident, he thinks he can communicate with her. He goes to a small town to work, taking a medium along to help him. He steals bodies from cemeteries and finally his housekeeper, venturing into the laboratory, is killed. His daughter and her fiancee, summoned by the sheriff, arrive at the house when a mob is present. Karloff attempts to use his daughter in his experiment, but the machinery in the laboratory blows up and kills him.

Comment: This is probably the acme in horror pictures, with dead people sitting in a laboratory wearing steel helmets and swaying when machinery is running. Karloff plays his usual role, but the picture suffers from poor direction. It begins fairly well but seems to bog down in the middle and fail miserably at the end. Only the real dyed-in-the-wool horror addicts can be expected to enjoy this film. Elsewhere it will likely be looked on as poor taste. Sell it solely from the horror angle. You might capitalize on Karloff's current successful appearance on the stage in "Arsenic and Old Lace."

Catchline: "Karloff turns killer in a horror-crammed thriller."

Easson Honors Former Employe Now in Army in England

Up to a year ago Manager A. Easson of the Oakwood Theatre, Toronto, Canada, had an electrician who not only was valuable around the Oakwood, but was also on call at suburban theatres.

Then came the war, and the employe enlisted and went overseas. Believing it would be a fine gesture on the part of his pals back in Toronto to remember him on his first year in England, Easson conceived and executed a stunt, consisting of the selling of tickets in the various theatres where the electrician had served in emergencies, and then sent the proceeds to the soldier in England.

Stunt Ties Up Traffic

A clever "Bitter Sweet" stunt that proved a traffic-stopper was that employed by George Petropolus, Rex, Wheeling, W. Va. He had a girl, wearing a costume similar to that worn by Jeanette MacDonald in the film, distribute chocolate tabs in the main business streets and leading department stores.



Selected as Best Ad

An advertisement on Warners' "The Letter" has won first place in a poll conducted by Daniel Starch, consultant in commercial research, in competition with several other high-ranking displays, it has been announced. The advertisement, reproduced above, appeared in several national magazines, and received No. 1 ranking on all scores of the poll—first for "Seen," first for "Read Some" and first for "Read Most" for men readers alone, women alone and men-and-women combined. Warners' advertising and publicity department, under the direction of Mort Blumenstock, created and designed the prize-winning layout.

Short Subject Reviews

Bagdad Daddy *(Very Good)*

Univ. (5226) Musical No. 6 **18 mins.**

Although entertaining throughout, the highlight of this musical is Gertrude Niesen's torrid vocalization of Temptation. The setting is a harem wherein Fuzzy Knight, as the Sultan, watches the vaudeville specialties of such performers as Marion Wilkins, noted impressionistic dancer; Stop, Look and Listen, feminine singing trio; Mavis Mims, dancer, and Jack Gwynne, magician. The subject, lively and handsomely mounted, was directed by Larry Ceballos and produced by Will Cowan. Because Gertrude Niesen is a popular radio singing star, she should be featured in your advertising. A recent new recording of Temptation should provide the basis for a tieup with music shops.

Mouse Trappers *(Amusing)*

Univ. (5245) Lantz Cartune No. 5 **7 mins.**

Papa Panda is one of those windy story-tellers who loves to boast of his exploits as a hunter while little Andy listens attentively. But Ma, knowing better, gives him the job of hunting a pesky mouse—a job in which he has many amusing difficulties. In the end, following a terrific explosion intended to blast the mouse out of hiding, Papa is seen hanging in a frame next to his other trophies, the mouse still unharmed. Walter Lantz produced this Technicolor cartoon, which is good fare, especially for the kiddies.

Stranger Than Fiction No. 86 *(Up to Par)*

Univ. (5376) Stranger Than Fiction **9 mins.**

Nearly all of the items in this issue faithfully live up to the series' title, but among the most interesting may be included the Japanese typewriter, which has 3,000 "characters" in type trays under the carriage; a miniature village; the train that runs in water, and the young man in Indianapolis who, though paralyzed, paints excellent likenesses with a brush held between his teeth. In content and entertainment, this issue is up to par with others in this series. It was produced by Joseph O'Brien and Thomas Mead. Bill the various items in the lobby, and point out the most important ones in your newspaper advertising.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning February 8)

CRITERION—Floating Elephants (Col.) rev. 10-12-40; Midget Motor Mania (20th-Fox) rev. 10-12-40.
GLOBE—Porky's Hired Hand (Vita.) rev. 12-28-40; Henry Busse and His Orchestra (Vita.) rev. 11-30-40.
PARAMOUNT — Mommy Loves Poppy (Para.) rev. 11-23-40.
RADIO CITY MUSIC HALL—Information Please No. 4 (RKO-Pathe) rev. 12-14-40.
RIALTO — Cuckoo Cavaliers (Col.) rev. 11-30-40; Men in Ships (U. S. Maritime Commission).
RIVOLI—Pluto's Dream House (RKO-Disney) rev. 9-14-40.
ROXY—Training Police Horses (20th-Fox) rev. this issue; Mississippi Swing (20th-Fox) rev. this issue.
STRAND—Wild Boar (Vita.); Dog in the Orchard (Vita.) rev. 1-18-41; Shop, Look and Listen (Vita.) rev. 12-28-40.

Mississippi Swing *(Rhythmic)*

20th-Fox (1557) Tech. Terry-Toon No. 7 **7 mins.**

This cartoon is a good combination of music, comedy and color. It begins with the spirit of the carefree South and ends with a performance on a showboat. Throughout, the sweep and rhythm of the music makes it entertaining screen fare for all members of the family. In Technicolor, it was produced by Paul Terry.

Training Police Horses *(Excellent)*

20th-Fox (1202) Camera Adventures No. 2 **10 mins.**

Next time you're in New York and see a mounted policeman, you'll know the horse has gone through a rigorous period of training; that is, you will if you see this short subject, for it shows how Old Dobbin learns to conduct himself in almost any emergency. The particular horse chosen for study here is "Fantan," and the camera follows him from the time he is selected as a candidate until he graduates to active duty in a troop. The subject is extremely interesting, and there are a few human touches which should delight any audience. Paul Douglas is the narrator, while Tom Cummiskey directed this subject produced by Truman Talley. Local equine lovers should be notified of your showing.

The Rodeo Goes to Town *(Good)*

20th-Fox (1304) Sports Review No. 4 **10 mins.**

The producers of this subject contend that rodeos just don't happen but are planned well in advance, and they set out to prove it. Cameraman Jack Kuhne parked himself at a western training ranch, and there caught with his trusty camera how a horse is given the designation of bronco, what qualifications a steer must have to be worthy of being allowed to spill cowboys, etc. The subject ends with a real rodeo at Madison Square Garden. All in all, it's good entertainment for any audience, and at times exciting. Ed Thorgersen handled the narration, and Truman Talley produced.

. . NEWSREEL SYNOPSES . .

(Released Saturday, February 8)

UNIVERSAL (Vol. 13, No. 952)—Batista takes over Cuban Army; American Legion Mission off for England; New auto-giro tried in Washington; Willkie tours England; Fashions for Valentine's Day; Plastic fashions; Penguin sailboat races at Seattle; Circus aces in benefit show; Silver Skates Meet; Motorboat race.

PATHE (Vol. 12, No. 7)—Revolt in Cuba; New ways to use potatoes to conserve food; U. S. Army squad detonates duds; Light horse cavalry of Australia; Elmer Layden, new pro football czar; Alligators at St. Augustine and alligator fashions; Congressmen view new auto-giro; Midget auto race in Chicago; Willkie touring England.

PARAMOUNT (No. 47)—Motorboat race on crooked course; Revolt in Cuba; Scenes of British drive in Libya; Willkie tours England.

MOVIETONE (Vol. 23, No. 44)—British capture Bardia; Willkie tours England; Locomotives renovated and pressed into service for defense; Kelly Field graduates; Fashions in hats; Silver Skates Derby; Outboard motorboat race.

NEWS OF THE DAY (Vol. 12, No. 242)—British capture Bardia; Willkie tours England; New auto-giro demonstrated; Silver Skates Derby; Outboard motorboat race.

(Released Wednesday, February 5)

PARAMOUNT (No. 46)—First mercy ship sails with cargo for Spain and France; Fred Bate back from England; Troop train derailed near Sandersville, Miss.; Rush Puerto Rico defense; Identification badges for War and Navy Department employes; F.B.I. agents spot private transmitters; Dies Committee shows material sent by German agencies to American mailing lists; Golden Gate Turf Club opens at Albany, Calif.; Horse racing on ice at Derry, N. H.; Elizabeth Hicks wins Miami-Biltmore golf title; Eastern Open Table Tennis Matches at Washington, D. C.; Annual sportsmen's show at Boston.

MOVIETONE (Vol. 23, No. 43)—Nation dances on President's birthday; Business as usual at Lloyds of London; Britain conscripts all labor; Student air navigators attend classes at Miami; 70-ton bomber nearing completion at Santa Monica, Calif.; Walter Mehl wins Wanamaker Mile at Madison Square Garden; Horse arrives from Australia for breeding; Eastern Open Table Tennis Matches at Washington, D. C. (except Los Angeles, San Francisco and Minneapolis); Skating races at Schenectady, N. Y.; Elizabeth Hicks wins Miami-Biltmore golf title; Golden Gate Turf Club opens at Albany, Calif. (Los Angeles and San Francisco only); Ice spectacle at St. Paul (Minneapolis only).

NEWS OF THE DAY (Vol. 12, No. 241)—Lloyd's of London goes underground; Olive Cawley crowned Peanut Queen at Suffolk, Va.; Coast guard frees ice-bound boat; Marines promote canine mascot to sergeant; Elizabeth Hicks wins Miami-Biltmore golf title; Eastern Open Table Tennis Matches at Washington, D. C.; Great stallion brought to U. S. for breeding; Ice carnival at St. Paul (Minneapolis only); Walter Mehl wins Wanamaker Mile at Madison Square Garden.

PATHE (Vol. 12, No. 46)—U. S. celebrates President's birthday; NBC reporter says invasion will fail; Troop train derailed near Sandersville, Miss.; World's largest bomber nearly ready at Santa Monica, Calif.; Eastern Open Table Tennis Matches at Washington, D. C.; Ice carnival at St. Paul, Minn.; National Peanut Festival at Suffolk, Va.; Marine canine mascot promoted to sergeant; Walter Mehl wins Wanamaker Mile at Madison Square Garden; Golden Gate Turf Club opens at Albany, Calif.

UNIVERSAL (Vol. 13, No. 951)—U. S. celebrates President's birthday; Troop train derailed near Sandersville, Miss.; Marine mascot now a sergeant; Ice carnival at St. Paul, Minn.; Elizabeth Hicks wins Miami-Biltmore golf title; Eastern Open Table Tennis Matches at Washington, D. C.; Walter Mehl wins Wanamaker Mile at Madison Square Garden; Horse racing on ice near Derry, N. H.; Golden Gate Turf Club opens at Albany, Calif.

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. . . Program Notes From the Studios . . .

Howard da Silva, New York stage actor, was given a long-term contract by Warner Bros. and assigned to a featured role in "Sergeant York." The picture, starring Gary Cooper and Joan Leslie, is currently before the cameras under the direction of Howard Hawks.

Paramount has announced that Eddie Bracken will play the leading comedy role in Bing Crosby's next starring picture, "Birth of the Blues," which is scheduled to start March 17. At present, Bracken is vieing with Bob Hope and Dorothy Lamour in supplying laughs for "Caught in the Draft."

Gilbert Roland, famous star of silent films, and Charles Winninger, veteran character actor, have been awarded important roles in Ronald Colman's new RKO vehicle, "My Life with Caroline." Lewis Milestone will direct.

Believing that the "Fathers' Room" in the maternity ward of a hospital is one of the most fertile sources of humor and pathos, Wesley Ruggles, Columbia producer-director, and Claude Binyon, are making the rounds of the hospitals for material to be used in Ruggles' forthcoming production, "The Doctor's Husband."

Sol Lesser is seeking a new title for "Strange Victory," a best selling novel which he will bring to the screen as his next production for United Artists, with Martha Scott in the feminine lead. Camera work starts in March.

Wallace Ford plays a Kansas City reporter in Republic's "Citadel of Crime," with John Wayne and Frances Dee. Ford's last role with Republic was a movie columnist in "Scatterbrain," Judy Canova starrer.



Foreign Exec Visits Studio

Clifford C. Almy, Manager of the Warner Bros.-First National offices in the Philippine Islands, visited Brenda Marshall, Philippine Islands born motion picture star, on the set of her latest film, "Singapore Woman."

"Ave Maria," "Serenade," "Impatience" and "Hark Hark, the Lark," are the immortal Franz Schubert melodies which will be sung by Ilona Massey in Gloria Pictures' "New Moon," based upon an episode in the life of the noted composer.

One of the three big pictures to be personally produced by David O. Selznick has been announced as "Jane Eyre," famous Bronte classic.

Director Irving Cummings received a renewal of his contract at 20th Century-Fox and was assigned to handle the megaphone on "Belle Starr" as his next chore. Cummings is the oldest director on the lot, having started with Fox in 1928.

Shooting finished last week at Tucson on MGM's Technicolor production, "Billy the Kid," Robert Taylor and Brian Donlevy feature which David Miller is directing. The company resumed work at the studio.

"The Lady from Cheyenne," Frank Lloyd production for Universal, moved to the Mojave desert for a week of location shooting. The cast principals making the trip included Loretta Young, Robert Preston, Edward Arnold and Frank Craven.

Location work on Republic's "Back in the Saddle Again," Gene Autry feature, was resumed after being held up by rain for several days.

Production wound up over the week-end on James Roosevelt's "Pot O' Gold," and James Stewart, Paulette Goddard, Charles Winninger and Horace Heidt and his band checked off the lot. George Marshall directed the picture, which is Roosevelt's first for United Artists.

It is reported that Edward Small may sign Dick Powell and Joan Blondell for one of his forthcoming productions for United Artists, and has already signed Director Ralph Murphy, who was responsible for their "I Want a Divorce," which was made for Paramount last year.

Darryl Hickman and Brandon Hurst have been added to the cast of Monogram's "Sign of the Wolf," which Howard Bretherton is directing for Producer Paul Malvern. Cast is headed by Grace Bradley with Louise Beavers and Mantan Moreland in the top comedy spots.

"Pearl of Pearl Harbor," a Navy picture bought especially for her, will be one of Betty Grable's forthcoming starring vehicles at 20th Century-Fox.



Up a Tree . . .

is where Director Harold Schuster (third from right) placed Jane Withers for a scene in "A Very Young Lady," her current starring vehicle at 20th Century-Fox.

Foster Loaned to Universal

Preston Foster, one of Hollywood's most sought after actors, has been borrowed from Paramount by Universal for "Unfinished Business." Foster joins a cast which includes Irene Dunne, Robert Montgomery and Eugene Pallette, under the producer-directorship of Gregory LaCava.

Heymann Scoring Lubitsch Film

Werner Heymann began the musical scoring of Ernst Lubitsch's "That Uncertain Feeling," with a 55-piece orchestra. As soon as the scoring is completed, the film, which stars Merle Oberon and Melvyn Douglas with Burgess Meredith, will be readied for a press preview. The picture will be released through United Artists.

Brown Preparing "The Uniform"

Preparing his next assignment for MGM, "The Uniform," Clarence Brown has sent a camera crew to San Luis Obispo to film the rush job of military encampment building which is going on there. The picture goes before the cameras on February 15.

"Robbers" Finally Gets Going

After six weeks of delays caused by bad weather, RKO's Tim Holt starrer, "Robbers of the Range," went into production on location in the Santa Susanna mountains near Chatsworth. Ray Whitley and Virginia Vale head the supporting cast. Edward Killy is directing, with Bert Gilroy in charge of production.

HOLLYWOOD STUDIO ROUND-UP

Production started on ten new pictures this week:

COLUMBIA

HER FIRST BEAU — Principals: Jane Withers, Jackie Cooper, Martha O'Driscoll. Director, Ted Reed.
SENATE PAGE BOYS—Principals: Herbert Marshall, Virginia Bruce. Director, Alfred E. Green.

METRO-GOLDWYN-MAYER

LOVE CRAZY—Principals: William Powell, Myrna Loy, Fay Bainter. Director, Jack Conway.

RKO-RADIO

ROBBERS OF THE RANGE—Principals: Tim Holt, Ray Whitley, Virginia Vale. Director, Edward Killy.
REPENT AT LEISURE—Principals: Kent Taylor, Wendy Barrie, George Barbier. Director, Frank Woodruff.
BEFORE THE FACT—Principals: Cary Grant, Joan Fontaine, Sir Cedric Hardwicke. Director, Alfred Hitchcock.

REPUBLIC

MR. DISTRICT ATTORNEY—Principals: Dennis O'Keefe, Peter Lorre, Florence Rice. Director, William Morgan.

UNIVERSAL

UNFINISHED BUSINESS — Principals: Irene Dunne, Robert Montgomery, Preston Foster, Eugene Pallette. Producer-Director, Gregory LaCava.

WARNER BROTHERS

SERGEANT YORK — Principals: Gary Cooper, Joan Leslie, Walter Brennan, Noah Beery, Jr., Dickie Moore. Director, Howard Hawks.
MOTHER'S BOYS — Principals: Wayne Morris, Arthur Kennedy, William Orr. Director, Ben Stoloff.

Dmytryk Directs "Under Age"

Edward Dmytryk has been chosen to direct Columbia's "Under Age," with Nan Grey and Alan Baxter topping the cast. Supporting roles will be played by Mary Anderson, Tom Neal and Patti McCarty.

Leads Set for "Mother's Boys"

Wayne Morris, Arthur Kennedy and William T. Orr will play the three brothers in "Mother's Boys," scheduled for an immediate start at Warner Bros. The picture, based on the draft, will be directed by Ben Stoloff from an original screenplay by Fred Niblo, Jr.

Sherman Announces Next Two

Producer Harry Sherman has announced "Secret of the Wastelands" and "Contraband Cargo" as the next two titles in his popular "Hopalong Cassidy" series starring William Boyd. "The Parson of Panamint," a feature western, is also on Sherman's schedule for early shooting.

24 Talented Unknowns Signed To 20th Century-Fox Contracts

No less than 24 talented young people, now comparative unknowns, have been put under contract at 20th Century-Fox. The studio hopes and expects that at least two of them will become stars.

In the signing of the above, the big names of proven talent have by no means been overlooked. Jack Benny, Ida Lupino, Jack Haley, Milton Berle, Carole Landis and two noted thespians from Broadway, Sheldon Leonard and Shepperd Strudwick, have also been signed by Darryl F. Zanuck, vice-president in charge of production, to contracts calling for one or more picture a year.

A deal is also in the fire which will bring Irene Dunne, Charles Boyer and Ronald Colman under the 20th Century-Fox banner, along with such ace directors as Lewis Milestone, William Hawks and Anatole Litvak.

Notable Supporting Cast Signed For Hitchcock's "Before the Fact"

One of the most carefully picked casts ever assembled, will be seen in Alfred Hitchcock's current RKO feature, "Before the Fact," in support of the stars, Cary Grant and Joan Fontaine. The players signed included Sir Cedric Hardwicke, Isabel Jeans, Auriole Lee, Heather Angel, Stanley Logan and Miss Pax Walker.

All of them have been identified with the British and American stage and screen for many years, and were picked by Hitchcock as the "tops" for their roles. In addition to the sextet, Dame May Whitty and Nigel Bruce have been assigned to important parts in the picture.

Schunzel Signs Dancer

Reinhold Schunzel, currently directing "New Wine," the Gloria production for United Artists release, has closed a deal with Wesley Ruggles to borrow Cini Monez, Brazilian dancer, for a role in his picture. The cast is headed by Ilona Massey, Binnie Barnes, Alan Curtis, Albert Basserman, Billy Gilbert and Sterling Holloway. Dr. William Sekely is producing.

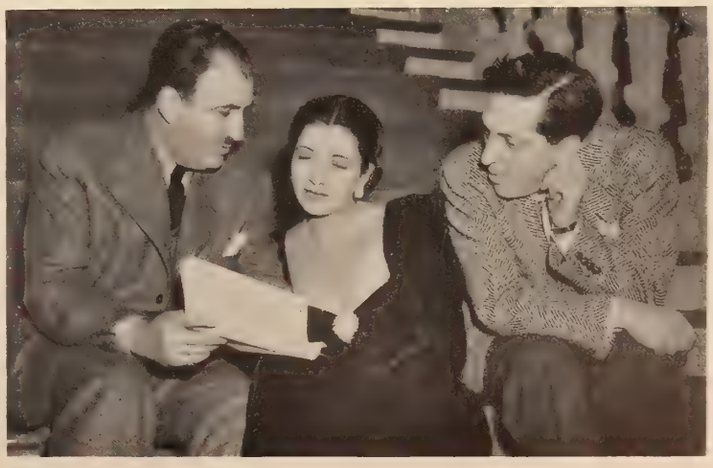
Oakie Back to Song-plugging

Jack Oakie's role in "The Great American Broadcast," at 20th Century-Fox, might have been a chapter taken from his diary. In the picture, Oakie plays the role of a song-plugger, a job he made a living at back in 1925.

Jean Parker May Do Air Film

A deal is being negotiated whereby Jean Parker will again co-star with Richard Arlen in "Forced Landing," second of the Thomas-Pine productions. Miss Parker now is appearing with Arlen in "Power Dive," the first of the new company's pictures.

Thinking Up Laughs



Edward Ludwig, director, Kay Francis, star, and Eddie Moran, scenarist, ponder a new bit of comedy business for their picture, Universal's "The Man Who Lost Himself."

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Gabbing with "sour-puss" Gus Gardner over at Universal and wondering why he doesn't get a real break in pictures. Gus has been around for a long, long time, and has plenty of "what-it-takes," if given the chance. We're rooting for you "sour-puss" old boy!!!

Dean Jagger, who wound up in Salt Lake City in "Brigham Young," fights fire and Indians to get there again in "Western Union" . . . and succeeds for the second time. Might be a good idea for him to play a p. a. tour in the burg, so he can really see what it looks like in this present day and age.

Best news of the week was the Eddie Small announcement that, within the next two weeks, he would start active production on the first of five pictures to be produced this year for United Artists. Looks like an ambitious program for a man who was supposed to be coasting.

If the grub at the Army camps is as good as served at Universal's Army party before the screening of "Buck Privates," we know a lot of Hollywood boys who will be ready to enlist. Incidentally, the picture gives us a REAL comedian in Lou Costello, a guy that can make a brass monkey laugh . . . and out loud, too.

Our snooping reporter tells us that Paramount's "Shepherd of the Hills," will be one of the top money makers of the current season . . . a big feather in the hats of Director Henry Hathaway and Producer Jack Moss.

Republic's "Back in the Saddle Again" marks the 43rd picture in which Gene Autry and Smiley Burnette have appeared together . . . a new long-distance record in motion picture history. Here's hoping the partnership keeps up for at least 143 pictures more.

Producers Releasing Corporation greeted O. Henry Briggs, Esq. at a "Red Apple-Polishing" reception . . . with a motto "Yes, Chief!" and a policy of "Never Disagree with a Paycheck." Both motto and policy are familiar here in Hollywood, but the good humored frankness of this stunt was refreshing.

Advance Dope

Dates Shown Are Release Dates

This department is primarily intended to convey important information regarding product on which no press book or ad material are available. Showmen who run pictures pre-release will find it a valuable source. Listings will appear but once.

AFFECTIONATELY YOURS

Warner Brothers **Comedy** **Not Set**

Selling Names: Merle Oberon, Dennis Morgan, Rita Hayworth, Ralph Bellamy.
Director: Lloyd Bacon.
Assoc. Producer: Mark Hellinger.
Story Idea: Dennis Morgan, foreign correspondent, comes back to the United States after he receives notice that his wife, Merle Oberon, had divorced him. Learning upon his arrival that Merle is about to marry Ralph Bellamy, he sets out to win her back. From then on it is Rita Hayworth, another correspondent, chasing Morgan and Morgan chasing Merle and Bellamy bewildered by the goings-on. Morgan finally gets Merle back by pretending to be sick in a hospital.
Catchline: "A battle of wits . . . ex-husband or husband-to-be . . . which?"

ROBBERS OF THE RANGE

RKO-Radio **Western** **Not Set**

Selling Names: Tim Holt, Ray Whitley, Virginia Vale, Emmett Lynn, Leroy Mason.
Director: Edward Killy.
Producer: Bert Gilroy.
Story Idea: Tim Holt is framed for a murder he did not commit, by Leroy Mason, representative of the railroad that wants his land for a right of way. He escapes on his way to prison, and in order to clear his name, decides to impersonate a notorious outlaw. He contacts his two pals, Ray Whitley and Emmett Lynn, tells them of his plans and swears them to secrecy. But, with their help, he finds the real killer and gets him to confess to the murder.
Catchline: "Framed for a murder . . . he risked death to clear his name."

THIRTY DAYS HATH SEPTEMBER

Warner Brothers **Drama** **Not Set**

Selling Names: Eddie Albert, Joan Leslie, Jane Darwell, William T. Orr.
Director: Ray Enright.
Assoc. Producer: Edmund Grainger.
Story Idea: Eddie Albert, a year out of college, is trying to find himself so that he can marry Joan Leslie. His grandmother, Jane Darwell, gets a bright idea about hocking the legacy left him by his grandfather. He buys a business, marries Joan and is sitting on top of the world when things begin to happen. But it is Jane who comes to his rescue by craftily arranging her own killing and in the grand windup Albert and Joan find themselves all set to live happily ever after.
Catchline: "Duped into marriage by his love chatter."

POT O' GOLD

United Artists **Comedy with Music** **Not Set**

Selling Names: James Stewart, Paulette Goddard, Charles Winninger, Mary Gordon.
Director: George Marshall.
Producer: James Roosevelt.
Story Idea: James Stewart comes to the big town to carry on the Health Food business belonging to his uncle, Charles Winninger. He walks into a feud between Winninger and Mary Gordon, who runs a theatrical boarding house next door to the factory. With the help of Paulette Goddard, Mary's daughter, Stewart sells Winninger the idea of going away for a long rest and in his absence hires Horace Heidt and his band (Mary's tenants) to put on a radio show sponsored by the Health Food business.
Catchline: "One of radio's most popular programs."

ANDY HARDY'S PRIVATE SECRETARY

MGM **Comedy** **Feb. 21**

Selling Names: Lewis Stone, Mickey Rooney, Fay Holden, Sara Haden, Ann Rutherford, Kathryn Grayson.
Director: George B. Seitz.
Story Idea: Just before graduation from High School, Mickey Rooney finds himself as head of numerous committees, president of the senior class, etc., in a maze of work. To help Mickey and at the same time help Ian Hunter's two children, Katherine Grayson and Todd Karns, Lewis Stone gets Mickey to make Katherine his private secretary and Karns chairman of one of the committees. Then Stone proceeds to get Hunter a job, which doesn't work out because of Mickey's interference, but graduation night finds a solution to all the problems.
Catchline: "Andy Hardy passes another milestone in his young life."

LADY FROM CHEYENNE

Universal **Drama** **Mar. 28**

Selling Names: Loretta Young, Robert Preston, Edward Arnold, Gladys George.
Producer-Director: Frank Lloyd.
Story Idea: Loretta Young comes to a small frontier town to teach school and buys a lot from crooked Edward Arnold, and his young lawyer, Robert Preston. When Loretta refuses to resell her land to Arnold, his gang burns down her school house. The women of the town hold a mass meeting and Loretta is sent to the capitol to get the necessary laws passed so that women will be allowed on juries; thus cleaning out the crooked gangs. Preston, newly elected to the legislature, meets Loretta there. She is successful in her mission; Arnold is sent to jail and Preston and Loretta marry.
Catchline: "A woman too famous to be just a wife."

COMFORT

(Editor's Note: This is one of a series of "Rhyming Reminders" prepared for Warner Theatres in the Chicago Zone, to be used as institutional copy in programs, newspaper ads, etc.)

When the day is growing weary,
And the resting hours are come,
And you're feeling rather peekish,
And you're looking rather glum,
There's a way to shift the worries
Stealing round you unawares;
There's drama and there's laughter
That will drive away your cares,
Breezy fun that blows the furrows
From your palpitating brows,
Picture plays that will enrapture
And your finest feelings rouse,
Come along and see the pictures,
Settle down without a fuss,
Say goodbye to all your troubles,
And—leave the rest to us.

RIDIN' THE CHEROKEE TRAIL

Monogram **Western** **Feb. 25**

Selling Names: Tex Ritter, Slim Andrews, Forrest Taylor, Betty Miles, Tennessee Ramblers.
Director: Spencer G. Bennett.
Producer: Edward Finney.
Story Idea: Tex Ritter is asked by the Texas Rangers, because he is unknown to the gang, to try and stop Forrest Taylor, headman, from robbing the ranchers. Ritter plans to trap Taylor into going across the border between Texas and Oklahoma, where he will be arrested. In order to accomplish this, he gets Taylor and his gang to chase him across the frontier into Texas where the Rangers are waiting.
Catchline: "Tex tricks the bandits into dangerous territory."

ONE NIGHT IN LISBON

Paramount **Comedy-Drama** **June 13**

Selling Names: Madeleine Carroll, Fred MacMurray, Billie Burke.
Producer-Director: Edward H. Griffith.
Story Idea: Fred MacMurray, a young flier, seeks protection in an air raid shelter in London and there meets Madeleine Carroll. He falls in love at first sight and tries to court her in his unconventional way. Madeleine is asked to deliver a very important letter to the British Embassy in Lisbon, so MacMurray flies her across. German spies follow her to get the letter, but MacMurray sees that no harm comes to her, and after her mission is carried out, gets her to say yes.
Catchline: "Caution in love is fatal."

GREAT TRAIN ROBBERY

Republic **Western** **Not Set**

Selling Names: Bob Steele, Milburn Stone, Claire Carleton.
Assoc. Producer-Director: Joe Kane.
Story Idea: A train carrying a rich shipment of gold, has been mysteriously stolen and has apparently vanished into thin air. On board was Bob Steele, railroad detective and Claire Carleton, the girl he and his brother, Milburn Stone, well-known crook, love. Stone, who has stolen the train, releases the occupants just before it disappears. Steele discovers someone who helps him find the train and in the ensuing battle Stone is killed.
Catchline: "Mystery and suspense . . . as a crack train vanishes into thin air."

MODEL WIFE

Universal **Comedy-Drama** **Mar. 14**

Selling Names: Dick Powell, Joan Blondell, Charlie Ruggles, Lee Bowman.
Producer-Director: Leigh Jason.
Story Idea: Dick Powell, publicity man, and Joan Blondell, stenographer, both work for a firm of very exclusive dressmakers. Secretly married, their one fear is loss of position if their secret is discovered. Lee Bowman, son of the owner, is put to work and Joan becomes his secretary. Complications arise when he insists on calling upon her at her home and Powell is forced to hide. Powell finally gets enough courage to tell the "boss" off, and everything winds up fine.
Catchline: "Cupid comes wrapped up in funny-looking packages, sometimes."

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE; b—BOX OFFICE SLANT.
Initial Before Release Indicates Audience Suitability: (F) Family. (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars		Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel		.....	....Reissued
Crooked Circle (C)	70	Zasu Pitts-Jimmy Gleason	(F)	9/15/40	....Reissued
Everything Is Rhythm (Mu)	60	Harry Roy & Band		7/22/39	....Not Rev.
Framed for Murder (D)		Wallace Ford-Fuzzy Knight		2/10/41	....Not Rev.
Hell's Angels (D)	100	Lyon-Harlow-Hall		1/10/40	....Reissued
Hell's Crossroads (D)		Tom Keene-John Qualen	(A)	8/2/40	....Reissued
(Former title "Our Daily Bread")					
Monster Walks (My-D)	60	Mischa Auer		7/6/40	....Reissued
Murder at the Baskervilles		Arthur Wontner		10/15/40	....Not Rev.
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak		.....	....Reissued
Sky Devils (C-D)	88	Spencer Tracy		9/1/40	....Reissued
Tumbleweeds (W)	86	William S. Hart		5/1/39	....Reissued
U-67 (D)	60	Alan Hale-Claude Allister		8/1/39	....Reissued
Vengeance of the Deep (D)	70	Lloyd Hughes	(F)	2/15/40	....b3/2/40

COLUMBIA

Current 1939-40

Angels Over Broadway (D)	79	Doug. Fairbanks, Jr.-R. Hayworth	(A)	9/30/40	...b10/12/40
Babies for Sale (D)	64	Rochelle Hudson-Glenn Ford	(A)	5/16/40	....b5/18/40
Before I Hang (D)	63	Boris Karloff-Evelyn Keyes	(F)	9/17/40	...b10/12/40
Behind the Maginot Line (D)	82	Rex Harrison-Karen Verne	(F)	4/30/40	...b10/21/39
(Reviewed as "Ten Days in Paris")					
Blazing Six Shooters (W)	61	Charles Starrett-Iris Meredith	(F)	4/4/40	....b3/16/40
Blondie Has Servant Trouble (C)	69	Penny Singleton-Arthur Lake	(F)	7/25/40	....b7/27/40
Blondie on a Budget (C)	73	Penny Singleton-Arthur Lake	(F)	2/29/40	....b3/2/40
Bullets for Rustlers (W)	58	Charles Starrett-Lorna Gray		3/5/40	...a11/25/39
Doctor Takes a Wife (C)	88	Loretta Young-Ray Milland	(A)	4/25/40	....b4/27/40
Five Little Peppers at Home (D)	65	Edith Fellows-Clarence Kolb	(F)	2/8/40	....b5/4/40
Five Little Peppers in Trouble (D)	64	Edith Fellows-Tommy Bond	(F)	9/1/40	....b1/18/41
Girls of the Road (D)	61	Ann Dvorak-Helen Mack-L. Lane	(A)	6/20/40	....b7/27/40
Glamour for Sale (D)	59	Anita Louise-Roger Pryor	(A)	9/27/40	...b11/9/40
He Stayed for Breakfast (C)	89	Loretta Young-Melvyn Douglas	(A)	8/22/40	....b8/10/40
Howards of Virginia (H-D)	117	Cary Grant-Martha Scott-Carlson	(F)	9/19/40	....b8/31/40
I Married Adventure	78	Travelogue Feature	(F)	7/24/40	....b8/3/40
Island of Doomed Men (D)	67	Peter Lorre-Rochelle Hudson	(A)	5/20/40	....b6/8/40
Lady in Question (D)	81	Brian Aherne-Rita Hayworth	(A)	8/7/40	....b8/10/40
Lone Wolf Meets a Lady (My)	71	Warren William-Jean Muir	(F)	5/30/40	....b5/18/40
Mad Men of Europe (D)	72	Edmund Gwenn-Mary Maguire	(F)	6/3/40	....b5/25/40
Man from Tumbleweeds (W)	59	Bill Elliott-Iris Meredith		5/2/40	....a5/25/40
Man with Nine Lives (D)	73	Boris Karloff-Jo Ann Sayers	(A)	4/18/40	....b4/20/40
Men Without Souls (D)	62	John Litel-Rochelle Hudson	(A)	3/14/40	....b5/18/40
Military Academy (D)	66	Tommy Kelly-Bobby Jordan	(F)	7/18/40	....b7/20/40
Outside the 3-Mile Limit (D)	65	Jack Holt-Irene Ware	(F)	3/7/40	....b2/17/40
Out West with the Peppers (D)	62	Edith Fellows-Dorothy Peterson	(F)	6/30/40	....b7/20/40
Passport to Alcatraz (D)	60	Jack Holt-Cecelia Callejo	(A)	6/6/40	....b5/25/40
Pioneers of the Frontier (W)	58	Bill Elliott-Linda Winters	(F)	2/1/40	....b2/24/40
Return of Wild Bill (W)	60	Bill Elliott-Iris Meredith	(F)	6/27/40	....b7/13/40
Secret Seven (D)	62	Bruce Bennett-Florence Rice	(F)	8/15/40	....b8/17/40
Texas Stagecoach (W)	59	Chas. Starrett-Iris Meredith	(F)	5/23/40	....b3/30/40
Too Many Husbands (C)	84	Arthur-MacMurray-Douglas	(A)	3/21/40	....b3/9/40
Twenty-one Days Together (D)	72	Vivien Leigh-Laurence Olivier	(A)	5/16/40	....b4/6/40
(Reviewed as "Three Weeks Together")					

Current 1940-41

Adam Had Four Sons (D)		Warner Baxter-Ingrid Bergman		2/6/41	.....a11/9/40
(Former title "Legacy")					
Arizona (D)	128	Jean Arthur-Holden-William	(A)	12/25/40	..b11/23/40
Beyond the Sacramento (W)	57	Bill Elliott-Evelyn Keyes		11/14/40	...a9/14/40
(Former title "Ghost Guns")					
Blondie Plays Cupid (C)	68	Penny Singleton-Arthur Lake	(F)	10/31/40	...b11/2/40
Devil Commands (D)	65	Boris Karloff-Amanda Duff	(A)	2/3/41	.....b2/8/41
Durango Kid (W)	60	Chas. Starrett-Luana Walters	(F)	8/15/40	....b8/31/40
Ellery Queen, Master Detective (My-D)	68	Ralph Bellamy-Margaret Lindsay	(F)	11/30/40	..b11/30/40
Escape to Glory (C-D)	74	Constance Bennett-Pat O'Brien	(A)	11/28/40	..b11/23/40
Face Behind the Mask (D)	69	Peter Lorre-Evelyn Keyes		1/16/41	...a12/21/40
Fugitive from a Prison Camp (D)	59	Jack Holt-Marian Marsh	(F)	9/5/40	....b8/10/40
Girls Under 21	64	Paul Kelly-Rochelle Hudson	(F)	10/24/40	...b11/16/40
Great Plane Robbery (D)	53	Jack Holt-Vicki Lester	(A)	12/9/40	...b11/23/40
Lone Wolf Keeps a Date (C-D)	64	Warren William-Frances Robinson	(A)	11/23/40	...b11/23/40
Nobody's Children (D)	65	Edith Fellows-Lois Wilson	(F)	10/17/40	...b1/25/41
Phantom Submarine (D)	70	Anita Louise-Bruce Bennett		12/20/40	...a11/9/40
Pinto Kid (W)	61	Charles Starrett-Louise Currie		1/9/41	....a7/13/40
Prairie Schooners (W)	58	Bill Elliott-Evelyn Young	(F)	9/30/40	...b11/9/40
So You Won't Talk? (C)	69	Joe E. Brown-Frances Robinson	(F)	10/3/40	....b9/28/40
This Thing Called Love (C)	95	Melvyn Douglas-Rosalind Russell	(A)	1/2/41	....b12/28/40
Thundering Frontier (W)	57	Charles Starrett-Iris Meredith	(F)	12/5/40	....b9/21/40
West of Abilene (W)	58	Charles Starrett-Marjorie Cooley	(F)	10/21/40	...b7/20/40
Wildcat of Tucson (W)	59	Bill Elliott-Evelyn Young		12/31/40	..a10/26/40

Coming 1940-41

Across the Sierras (W)	58	Bill Elliott-Luana Walters		2/13/41	...all/16/40
Blondie Goes Latin (C)		Penny Singleton-Arthur Lake		2/27/41	....a12/14/40
Ellery Queen's Penthouse Mystery (My)		Ralph Bellamy-Margaret Lindsay		3/24/41	....In Prod.
Fight for Life (Doc)	69	Myron McCormick-Storrs Haynes	(A)	.....	...b6/22/40
Girl's Best Friend		Franchot Tone-Joan Bennett		.....	...In Prod.
Great Swindle (D)		Jack Holt-Marjorie Reynolds		.....	....a6/29/40
(Former title "Tampered Evidence")					
Her First Beau		Jane Withers-Jackie Cooper		.....	...In Prod.
Lone Wolf Takes a Chance (My)		Warren William-June Storey		3/6/41	....a1/11/41
Meet Boston Blackie (D)		Chester Morris-Rochelle Hudson		2/20/41	....a1/11/41
(Former title "Return of Boston Blackie")					
Outlaws of the Panhandle (W)	59	Chas. Starrett-Frances Robinson		2/27/41	....a8/31/40
Penny Serenade (C)		Irene Dunne-Cary Grant		3/13/41	....a12/21/40
Senate Page Boys		Herbert Marshall-Virginia Bruce		.....	...In Prod.
They Dare Not Love (D)		Martha Scott-George Brent		.....	...In Prod.

DISNEY

Fantasia (FA)	150	Technicolor Cartoon	(F)	.....	..b11/16/40

MGM

Current 1939-40

And One Was Beautiful (D)	70	Jean Muir-Robert Cummings	(A)	4/5/40	.....b4/6/40
Andy Hardy Meets Debutante (C)	86	Mickey Rooney-Lewis Stone	(F)	7/5/40	.....b7/6/40
Boom Town (D)	120	Gable-Tracy-Lamarr-Colbert	(A)	8/30/40	....b8/10/40
Broadway Melody of 1940 (D)	100	Powell-Astaire-Murphy		2/9/40	.....b2/10/40
Captain Is a Lady (C)	65	Coburn-Billie Burke-B. Bondi	(F)	6/21/40	....b6/29/40
Dr. Kildare's Strange Case (D)	76	Lionel Barrymore-Lew Ayres	(F)	4/12/40	.....b4/6/40
Edison the Man (D)	107	Spencer Tracy-Rita Johnson	(F)	5/10/40	....b5/25/40
Florian (D)	93	Robert Young-Helen Gilbert	(F)	3/29/40	....b3/30/40
Forty Little Mothers (C)	90	Eddie Cantor-Rita Johnson	(F)	4/26/40	....b4/20/40
Ghost Comes Home (C)	78	Frank Morgan-Billie Burke	(F)	3/8/40	.....b3/2/40
Golden Fleecing (C-D)	70	Rita Johnson-Lew Ayres	(F)	8/16/40	....b8/24/40
Gold Rush Maisie (C)	82	Ann Sothern-Lee Bowman	(F)	7/26/40	....b8/3/40

MGM

Current 1939-40 (Cont.)

				Rel. Date	See Issue of
I Love You Again (C)	99	Wm. Powell-Myrna Loy	(A)	8/9/40	....b8/10/40
I Take This Woman (D)	97	Spencer Tracy-Hedy Lamarr	(A)	2/1/40	.....b2/3/40
Man from Dakota (D)	75	Wallace Beery-Dolores Del Rio	(A)	2/16/40	....b2/24/40
Mortal Storm (D)	100	Margaret Sullavan-Jas. Stewart	(F)	6/14/40	....b6/15/40
New Moon (D)	102	Jeanette MacDonald-Nelson Eddy	(F)	6/28/40	....b6/15/40
Northwest Passage (D)	126	Tracy-Young-Brennan (Tech.)	(A)	2/23/40	....b2/10/40
Phantom Raiders (My)	70	Walter Pidgeon-Florence Rice	(F)	5/31/40	.....b6/1/40
Pride and Prejudice (C-D)	117	Greer Garson-L. Olivier	(F)	8/2/40	.....b7/13/40
Sporting Blood (D)	82	R. Young-M. O'Sullivan-L. Stone	(F)	7/12/40	....b7/13/40
Strange Cargo (D)	113	Gable-Crawford-Hunter	(A)	3/1/40	.....b3/2/40
Susan and God (D)	117	Joan Crawford-Fredric March	(A)	6/7/40	.....b6/8/40
20 Mule Team (D)	84	Wallace Beery-Leo Carrillo	(F)	5/3/40	.....b5/4/40
Two Girls on Boadway (Mu-D)	73	Turner-Murphy-Blondell	(F)	4/19/40	....b4/27/40
Waterloo Bridge (D)	107	Vivien Leigh-Robert Taylor	(A)	5/17/40	....b5/18/40
We Who Are Young (D)	78	Lana Turner-John Shelton	(A)	7/19/40	....b7/20/40
Young Tom Edison (D)	84	Mickey Rooney-Virginia Weidler	(F)	3/15/40	....b2/17/40

Current 1940-41

Bittersweet (Tech.) (Mu)	94	Jeanette MacDonald-Nelson Eddy	(F)	11/8/40	...b11/16/40
Blonde Inspiration (C)	72	Shelton-Grey-Dekker-Nolan		2/7/41	.....b2/8/41
Come Live With Me (C-D)	85	James Stewart-Hedy Lamarr	(A)	1/31/41	....b1/25/41
Comrade X (C)	88	Clark Gable-Hedy Lamarr	(A)	12/13/40	...b12/7/40
Dr. Kildare Goes Home (D)	80	Barrymore-Ayres-Day	(F)	9/6/40	.....b9/7/40
Dr. Kildare's Crisis (D)	74	L. Barrymore-Ayres-Rob't Young	(F)	11/29/40	...b12/7/40
Dulcy (C)	73	A. Sothern-Ian Hunter-B. Burke	(F)	10/4/40	....b10/5/40
Escape (D)	104	Norma Shearer-Robert Taylor	(A)	11/1/40	....b11/2/40
Flight Command (D)	115	Robt. Taylor-Ruth Hussey	(F)	1/3/41	...b12/21/40
Gallant Sons (My-D)	76	Jackie Cooper-Gene Reynolds	(F)	11/15/40	...b11/16/40
Gone With the Wind (D)	228	Gable-Leigh-Howard (Tech.)	(F)	1/17/41	...b12/16/39
Go West (C)	82	Marx Brothers	(F)	12/6/40	...b12/14/40
Haunted Honeymoon (C-D)	82	Robt. Montgomery-C. Cummings	(A)	9/20/40	....b8/31/40
Hullabaloo (C)	77	Frank Morgan-Billie Burke	(F)	10/25/40	...b11/2/40
Keeping Company (D)	78	John Shelton-Ann Rutherford	(F)	12/20/40	...b1/4/41
Land of Liberty (Doc)	98	Special Subject	(F)	1/24/41	...b1/11/41
Little Nellie Kelly (Mu-C)	98	Judy Garland-Geo. Murphy	(F)	11/22/40	...b11/16/40
Maisie Was a Lady (C)	79	Ann Sothern-Maureen O'Sullivan	(A)	1/10/41	...b1/11/41
Philadelphia Story (C)	110	Katharine Hepburn-James Stewart	(A)	1/17/41	...b11/30/40
Sky Murder (My)	72	Walter Pidgeon-Donald Meek	(F)	9/27/40	....b9/28/40
Strike up the Band (Mu-C)	120	Mickey Rooney-Judy Garland	(F)	9/27/40	....b9/21/40
Third Finger, Left Hand (C)	96	Myrna Loy-Melvyn Douglas	(A)	10/11/40	...b10/12/40
Wild Man of Borneo (C)	78	Frank Morgan-Billie Burke	(F)	1/24/41	.....b2/1/41
Wyoming (C-D)	87	Wallace Beery-Marjorie Main	(A)	9/13/40	....b9/14/40

Coming 1940-41

Andy Hardy's Private Secretary (C)	Mickey Rooney-Lewis Stone		2/21/41	....a2/8/41
Bad Man (D)	Wallace Beery-Lionel Barrymore		3/14/41	....a1/25/41
Billy the Kid (Tech.) (D)	Rob't Taylor-Maureen O'Sullivan		.....	....a2/1/41
Blossoms in the Dust (Tech.)	Greer Garson-Walter Pidgeon		.....	...In Prod.
Crime of Mary Andrews (D)	Laraine Day-Robert Young		2/14/41	....a2/1/41
Free and Easy (C)	Ruth Hussey-Robert Cummings		2/28/41	....a2/1/41
Love Crazy (C)	Wm. Powell-Myrna Loy-Fay Bainter		.....	....In Prod.
Men of Boys Town (D)	Spencer Tracy-Mickey Rooney		.....	....a1/18/41
Rage in Heaven (My)	Rob't Montgomery-Ingrid Bergman		3/7/41	....a1/25/41
Roosty (D)	Lionel Barrymore-Edw. Arnold		3/28/41	....In Prod.
Woman's Face	Joan Crawford-Melvyn Douglas		.....	...In Prod.
Ziegfeld Girl (Mu)	Stewart-Garland-Lamarr-Martin		3/21/41	...a1/18/41

MONOGRAM

Current 1939-40

Arizona Frontier (W)	55	Tex Ritter-Evelyn Finley	(F)	8/19/40	...b8/31/40
Boys of the City (C-D)	63	East Side Kids	(F)	7/15/40	...b7/20/40
Cheyenne Kid (W)	49	Jack Randall-Louise Stanley	(F)	2/24/40	....b2/3/40
Covered Wagon Trails (W)	52	Jack Randall		4/10/40	....b5/11/40
Cowboy from Sundown (W)	58	Tex Ritter	(F)	5/9/40	....b5/11/40
Doomed to Die (My)	67	Boris Karloff-Marjorie Reynolds	(F)	8/5/40	....b8/3/40
East Side Kids (D)	62	Ames-Moore-Bryant-Barnett		2/10/40	...b2/24/40
Golden Trail (W)	52	Tex Ritter	(F)	7/3/40	....b7/6/40
Haunted House (D)	70	Marcia Mae Jones-Jackie Moran		7/22/40	...b7/20/40
Human Monster (D)	73	Bela Lugosi	(F)	3/9/40	.....b3/9/40
Kid From Santa Fe (W)		Jack Randall		5/23/40	....a4/27/40
Land of the Six Guns (W)	54	Jack Randall-Louise Stanley	(F)	5/2/40	...b6/29/40
Last Alarm (D)	61	Warren Hull-Polly Ann Young	(F)	6/25/40	....b7/6/40
Laughing at Danger (D)	62	Frankie Darro-Joy Hodges	(F)	8/12/40	....b8/3/40
Midnight Limited (D)	61	John King-Marjorie Reynolds	(F)	3/20/40	....b3/23/40
Missing People	69	Will Fyffe-Kay Walsh	(F)	8/19/40	...b11/9/40
Murder on the Yukon (W)		James Newill-Polly Ann Young		2/17/40	....a2/3/40
Mysterious Mr. Reeder	63	Will Fyffe	(A)	4/30/40	....b5/11/40
On the Spot (D)	61	Frankie Darro-Mary Kornman	(F)	6/11/40	....b6/8/40
Pals of the Silver Sage (W)	52	Tex Ritter-Sugar Dawn	(F)	4/20/40	....b5/4/40
Queen of the Yukon (D)	73	Chas. Bickford-Irene Rich	(F)	8/26/40	....b9/14/40
Rainbow Over the Range (W)	59	Tex Ritter-Dorothy Fay	(F)	7/29/40	....b8/3/40
Riders From Nowhere (W)	45	Jack Randall-Margaret Roach		6/6/40	....a4/27/40
Rhythm of the Rio Grande (W)	53	Tex Ritter-Susan Dale	(F)	3/2/40	....b4/27/40
Sky Bandits		James Newill		4/15/40	....a3/16/40
(Former title "Phantom Pilot")					
Son of the Navy (D)	72	James Dunn-Jean Parker	(F)	3/30/40	....b4/6/40
Tomboy (D)	70	Marcia Mae Jones-Jackie Moran		4/20/40	....b4/27/40
Torpedo Raider (D)	70	Barry Mackay	(F)	2/28/40	....b5/25/40
Up In the Air (My-D)	61	Frankie Darro-Marjorie Reynolds	(F)	9/9/40	....b9/14/40
Who Is Guilty? (D)	60	Ben Lyon	(F)	9/2/40	....b9/7/40
Wild Horse Range (W)	53	Jack Randall	(F)	6/25/40	....b6/22/40

Current 1940-41

Ape, The (D)	62	Boris Karloff	(F)	9/30/40	..b10/26/40
Chamber of Horrors (D)	83	Leslie Banks-Gina Malo		12/20/40	...b6/29/40
Dead Man's Shoes (My)		Leslie Banks-Wilfred Lawson		1/15/41	...Not Rev.
Drums of the Desert (D)	64	Ralph Byrd-Lorna Grey	(F)	10/7/40	..b10/12/40
Her First Romance (C-D)	77	Edith Fellows-Wilbur Evans		12/25/40	..b12/28/40
Ol' Swimmin' Hole (D)	78	Marcia Mae Jones-J. Moran		10/21/40	..b10/26/40
Orphans of the North (T)		Adventure film		7/29/40	...Not Rev.
Outsider (D)	91	Geo. Saunders-Mary Maguire	(F)	9/15/40	....b3/23/40
Phantom of Chinatown (My)	62	Keye Luke-Lotus Long	(F)	11/11/40	..b11/23/40
Pride of the Bowery	63	Leo Gorcey-Bobby Jordan	(F)	12/15/40	...b1/25/41
Range Busters (W)	56	Ray Corrigan-Max Terhune	(F)	8/22/40	....b9/14/40
Rollin' Home to Texas (W)	63	Tex Ritter-Slim Andrews		12/30/40	....b2/1/41
Take Me Back to Oklahoma (W)	64	Tex Ritter-Terry Walker		11/11/40	..b11/30/40
That Gang of Mine (D)	62	Bobby Jordan-Leo Gorcey		9/23/40	...b10/5/40
Trailin' Double Trouble (W)	58	Ray Corrigan-John King	(F)	10/7/40	...b10/19/40
Trail of the Silver Spurs (W)		Corrigan-King-Terhune		1/5/41	....a12/7/40
West of Pinto Basin (W)	56	Corrigan-King-Terhune	(F)	11/14/40	...b12/7/40
You're Out of Luck (D)	62	Darro-Moreland	(F)	1/20/41	....b1/18/41

Coming 1940-41

Air Devils (D)	East Side Kids-Joan Barclay		3/10/41	....In Prod.
Kid's Last Ride (W)	John King-Ray Corrigan		.....	...a1/11/41
(Former title "Prairie Schooldays")				
Ridin' The Cherokee Trail (W)	Tex Ritter-Slim Andrews		2/25/41	....a2/8/41
Sign of the Wolf	Grace Bradley-Louise Beavers		.....	...In Prod.

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

PARAMOUNT

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Adventure in Diamonds (D)	72..	Isa Miranda-George Brent	(A)	4/5/40	b1/27/40
Biscuit Eater (D)	79..	Billie Lee-Cordell Hickman	(F)	5/24/40	b4/13/40
Buck Benny Rides Again (C)	85..	Jack Benny-Virginia Dale	(F)	5/3/40	b4/13/40
Comin' Round the Mountain (C)	72..	Bob Burns-Una Merkel	(F)	8/16/40	b8/17/40
Dr. Cyclops (Tech.) (D)	75..	Albert Dekker-Janice Logan	(A)	4/12/40	b3/9/40
Farmer's Daughter (C)	60..	Martha Raye-Charlie Ruggles	(F)	3/29/40	b2/17/40
French Without Tears (C)	85..	Ray Milland-Ellen Drew	(A)	4/26/40	b11/11/39
Ghost Breakers (My-D)	78..	Bob Hope-Paulette Goddard	(F)	6/21/40	b6/8/40
Golden Gloves (D)	68..	Jean Cagney-Robert Ryan	(A)	8/2/40	b8/3/40
Great McGinty (D)	85..	Brian Donlevy-Akim Tamiroff	(A)	8/23/40	b7/27/40
Hidden Gold (W)	61..	Wm. Boyd-Russell Hayden	(F)	6/7/40	b5/18/40
Knights of the Range (W)	70..	Russell Hayden-Jean Parker	(F)	2/23/40	b2/17/40
Light of the Western Stars (W)	65..	Jory-Hayden-Sayers	(F)	4/19/40	b4/27/40
Light That Failed (D)	96..	Ronald Colman-Ida Lupino	(A)	2/9/40	b12/23/39
Mystery Sea Raider (D)	77..	Henry Wilcoxon-Carole Landis	(F)	8/9/40	b8/10/40
North West Mounted Police (D)	126..	Cooper-Carroll-Goddard (Tech.)	(F)	12/27/40	b10/26/40
Opened by Mistake (C)	67..	Charles Ruggles-Robert Paige	(F)	5/10/40	b5/11/40
Parole Fixer (D)	58..	Rob't Paige-Wm. Henry	(A)	2/2/40	b2/10/40
Queen of the Mob (D)	60..	Jean Cagney-Richard Denning	(A)	6/28/40	b6/29/40
Road to Singapore (C)	85..	B. Crosby-D. Lamour-B. Hope	(F)	3/22/40	b2/24/40
Safari (D)	86..	Madeleine Carroll-Fairbanks, Jr.	(F)	5/14/40	b6/8/40
Seventeen (C-D)	75..	Jackie Cooper-Betty Field	(F)	3/1/40	b2/24/40
Showdown (W)	63..	Wm. Boyd-J. Clayton-Hayden	(F)	3/8/40	b3/2/40
Sidewalks of London (D)	86..	Chas. Laughton-Vivien Leigh	(F)	2/16/40	b2/3/40
Stagecoach War (W)	61..	Wm. Boyd-Russell Hayden	(F)	7/12/40	b7/6/40
Those Were the Days (C)	75..	Wm. Holden-Bonita Granville	(F)	5/31/40	b5/25/40
Typhoon (Tech.) (D)	71..	Dorothy Lamour-Robert Preston	(F)	5/17/40	b5/4/40
Untamed (D) (Tech.)	82..	Milland-Tamiroff-Morison	(A)	7/26/40	b6/29/40
Way of All Flesh (D)	84..	Akim Tamiroff-William Henry	(A)	7/5/40	b6/1/40
Women Without Names (D)	63..	Ellen Drew-Robt. Paige	(F)	3/15/40	b2/24/40

Current 1940-41

Arise, My Love (D)	110..	Claudette Colbert-Ray Milland	(A)	11/8/40	b10/19/40
Cherokee Strip (W)	86..	Richard Dix-William Henry	(F)	10/11/40	b10/5/40
Christmas in July (D)	68..	Dick Powell-Ellen Drew	(F)	10/25/40	b9/21/40
Dancing on a Dime (Mu-C)	73..	Grace MacDonald-Robt. Paige	(F)	11/1/40	b10/12/40
Doomed Caravan (W)	60..	Bill Boyd-Russell Hayden	(F)	1/10/41	b1/11/41
I Want a Divorce (D)	94..	Dick Powell-Joan Blondell	(A)	9/20/40	b9/7/40
Life With Henry (C)	80..	Jackie Cooper-Leila Ernst	(F)	1/24/41	b1/18/41
Love Thy Neighbor (C)	82..	Jack Benny-Fred Allen	(F)	12/27/40	b12/21/40
Moon Over Burma (D)	82..	D. Lamour-R. Preston-P. Foster	(A)	10/18/40	b10/19/40
Night at Earl Carroll's (My)	70..	J. Carrol Naish-E. Carroll Girls	(F)	12/6/40	b11/23/40
Quarterback (C-D)	72..	Wayne Morris-Virginia Dale	(F)	10/4/40	b10/5/40
Rangers of Fortune (D)	80..	MacMurray-Morison-Dekker	(F)	9/27/40	b9/14/40
Rhythm on the River (Mu)	90..	Bing Crosby-Mary Martin	(F)	9/6/40	b8/24/40
Second Chorus (Mu)	88..	Fred Astaire-Paulette Goddard	(F)	1/3/41	b11/30/40
Texas Rangers Ride Again (W)	67..	J. Howard-Ellen Drew-M. Robson	(F)	12/13/40	b11/9/40
Three Men From Texas (W)	75..	William Boyd-Russell Hayden	(F)	11/15/40	b9/14/40
Victory (D)	79..	Fredric March-Betty Field	(A)	1/17/41	b12/21/40
World in Flames (Doc)	60..	Newsreel Compilation	(A)	10/25/40	b10/19/40
You're the One (Mu)	81..	Orrin Tucker-Bonnie Baker	(F)	2/7/41	b2/8/41

Coming 1940-41

Border Vigilantes (W)	Bill Boyd-Russell Hayden		4/4/41	a1/11/41
Caught in the Draft (C)	Bob Hope-Dorothy Lamour		5/30/41	In Prod.
Hard Boiled Canary (Former title "There's Magic in Music")	Allan Jones-Susanna Foster		3/7/41	a8/10/40
In Old Colorado	Wm. Boyd-Russell Hayden		2/28/41	a11/23/40
I Wanted Wings (D)	Brian Donlevy-Ray Milland		4/25/41	a12/7/40
Kiss the Boys Goodbye	D. Ameche-M. Martin-O. Levant		7/18/41	In Prod.
Lady Eve (D)	Barbara Stanwyck-Henry Fonda		3/21/41	a11/23/40
Las Vegas Nights (Mu-C)	Phil Regan-Bert Wheeler-Dorsey		3/28/41	a1/18/41
Mad Doctor (D) (Former title "Destiny")	Basil Rathbone-Ellen Drew		2/14/41	a2/17/40
Men of Action (W)	William Boyd-Russell Hayden			In Prod.
Monster and the Girl (D) (Former title "DOA")	Ellen Drew-Onslow Stevens		5/16/41	a9/28/40
New York Town	Mary Martin-Fred MacMurray			a11/30/40
One Night in Lisbon (CD)	Madeleine Carroll-Fred MacMurray		6/13/41	a2/8/41
Pirates on Horseback (W)	Wm. Boyd-Russell Hayden		6/6/41	a1/25/41
Power Dive	Richard Arlen-Jean Parker			In Prod.
Reaching for the Sun (D)	Joel McCrea-Ellen Drew		5/9/41	a11/2/40
Road to Zanzibar	Crosby-Lamour-Hope		4/11/41	a12/7/40
Round-Up (W)	Richard Dix-Patricia Morison		4/18/41	a10/26/40
Shepherd of the Hills (D)	John Wayne-Betty Field (Tech.)		8/15/41	a11/9/40
Skylark	Claudette Colbert-Ray Milland			In Prod.
Virginia (Tech.) (D)	Madeleine Carroll-F. MacMurray	(F)	2/21/41	b1/18/41

Coming 1941-42

Mr. Bug Goes to Town	Tech. Cartoon Feature			In Prod.

R.K.O.-RADIO

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Abe Lincoln In Illinois (D)	107..	Raymond Massey-Ruth Gordon	(F)	4/19/40	b1/6/40
Anne of Windy Poplars (D)	89..	Anne Shirley-James Ellison	(F)	6/28/40	b6/22/40
Beyond Tomorrow (D)	84..	Richard Carlson-Jean Parker	(A)	5/10/40	b3/30/40
Bill of Divorcement (D)	73..	Maureen O'Hara-Adolphe Menjou	(A)	5/31/40	b3/16/40
Bullet Code (W)	59..	George O'Brien-Virginia Vale	(F)	4/12/40	b3/2/40
Courageous Dr. Christian (D)	67..	Jean Hersholt-Dorothy Lovett	(F)	4/5/40	b3/23/40
Cross Country Romance (C)	68..	Gene Raymond-Wendy Barrie	(F)	7/12/40	b6/29/40
Curtain Call (C)	61..	Barbara Reed-John Archer	(F)	4/26/40	b4/13/40
Dance, Girl, Dance (D)	82..	Maureen O'Hara-Louis Hayward	(A)	8/23/40	b8/31/40
Dr. Christian Meets the Women (D)	63..	Jean Hersholt-Dorothy Lovett	(F)	7/5/40	b6/29/40
Irene (Mu-C) (Part Tech.)	101..	Anna Neagle-Ray Milland	(F)	5/3/40	b4/20/40
Isle of Destiny (D)	83..	Ford-Lang-Gargan	(F)	3/8/40	b3/2/40
Little Orvie (C)	66..	Johnny Sheffield-Ernest Truex	(F)	3/1/40	b3/2/40
Lucky Partners (C)	101..	Ginger Rogers-Ronald Colman	(A)	8/23/40	b8/17/40
Marines Fly High (D)	67..	Richard Dix-Lucille Ball	(F)	2/2/40	b2/17/40
Millionaire Playboy (C)	66..	Joe Penner-Linda Hayes	(F)	3/15/40	b3/2/40
Millionaires in Prison (D)	62..	Lee Tracy-Linda Hayes	(A)	7/26/40	b6/29/40
My Favorite Wife (C)	83..	Dunne-Grant-Scott	(A)	5/17/40	b5/4/40
One Crowded Night (D)	66..	Billie Seward-Don Costello	(A)	8/9/40	b8/3/40
Pinocchio (FA)	85..	Technicolor Cartoon	(F)	2/23/40	b2/3/40
Pop Always Pays (C)	66..	Leon Errol-Dennis O'Keefe	(F)	6/21/40	b6/22/40
Prairie Law (W)	62..	Geo. O'Brien-Virginia Vale	(F)	6/7/40	b6/22/40
Primrose Path (D)	93..	Ginger Rogers-Joel McCrea	(A)	3/22/40	b3/16/40
Queen of Destiny (H-D) (Reviewed as "Sixty Glorious Years")	90..	Neagle-Walbrook (Tech.)	(F)	8/2/40	b10/29/38
Saint Takes Over (D)	60..	Geo. Sanders-Wendy Barrie	(F)	6/7/40	b4/27/40
Stage to Chino (W)	59..	George O'Brien	(F)	7/26/40	b7/27/40
Stranger on the Third Floor (D)	62..	Peter Lorre-Margaret Tallichet	(A)	8/16/40	b9/7/40
Swiss Family Robinson (D)	93..	Mitchell-Best-Bartholomew	(F)	2/16/40	b2/3/40
Tom Brown's Schooldays (D)	84..	Jimmy Lydon-Hardwicke	(F)	7/19/40	b6/22/40
Triple Justice (W)	66..	Geo. O'Brien-Virginia Vale	(F)	9/27/40	b10/19/40
Vigil in the Night (D)	96..	Carole Lombard-Brian Aherne	(A)	2/9/40	b2/10/40
Wildcat Bus (D)	62..	Fay Wray-Charles Lang	(F)	8/23/40	b8/17/40
You Can't Fool Your Wife (C)	68..	Lucille Ball-James Ellison	(F)	5/24/40	b5/25/40

Current 1940-41

Along the Rio Grande (W)	66..	Tim Holt-Betty Jane Rhodes	(F)	2/7/41	b2/1/41
Convoy (D)	89..	Clive Brook-John Clements	(F)	1/3/41	b12/7/40
Dreaming Out Loud (C)	81..	Lum & Abner-Frances Langford	(F)	9/13/40	b9/14/40
Fargo Kid (W)	65..	Tim Holt-Jane Drummond	(F)	12/6/40	b11/2/40
I'm Still Alive (D)	66..	Linda Hayes-Kent Taylor	(F)	9/27/40	b9/21/40
Kitty Foyle (D)	105..	Ginger Rogers-Dennis Morgan	(A)	12/27/40	b12/28/40
Laddie (D)	68..	Tim Holt-Virginia Gilmore	(F)	10/18/40	b9/21/40
Let's Make Music (Mu-C)	84..	Bob Crosby-Jean Rogers	(F)	1/17/41	b12/14/40
Li'l Abner (C)	78..	Granville Owen-Kay Sutton	(F)	11/1/40	b11/9/40
Little Men (D)	84..	Kay Francis-Lydon-Oakie	(F)	1/10/41	b12/7/40
Men Against the Sky (D)	74..	Richard Dix-Wendy Barrie	(F)	9/6/40	b8/24/40
Mexican Spitfire Out West (C)	75..	Lupe Velez-Leon Errol	(A)	11/15/40	b10/12/40
Mr. and Mrs. Smith (C)	95..	Carole Lombard-Robt. Montgomery	(A)	1/31/41	b1/18/41
No, No, Nanette (Mu)	96..	Anna Neagle-Richard Carlson	(F)	12/20/40	b12/21/40
Ramparts We Watch (Doc)	90..	March of Time Feature		8/16/40	b7/27/40
Remedy For Riches (D)	60..	Jean Hersholt-Dorothy Lovett	(F)	11/29/40	b11/23/40

R.K.O.-RADIO

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Saint in Palm Springs (My)	67..	George Sanders-Wendy Barrie	(F)	1/24/41	b1/4/41
They Knew What They Wanted (D)	96..	Charles Laughton-Carole Lombard	(A)	10/25/40	b10/12/40
Too Many Girls (Mu)	85..	Richard Carlson-Lucille Ball	(A)	11/8/40	b10/12/40
Villain Still Pursued Her (D)	66..	Anita Louise-Richard Cromwell	(F)	10/11/40	b7/27/40
Wagon Train (W)	62..	Tim Holt-Martha O'Driscoll	(F)	10/4/40	b10/12/40
You'll Find Out (My-C)	97..	Kay Kyser-Peter Lorre-Karloff	(F)	11/22/40	b11/16/40

Coming 1940-41

Bambi	Disney Cartoon Feature			In Prod.
Before the Facts	Cary Grant-Joan Fontaine			In Prod.
Citizen Kane (D)	Orson Welles-Dorothy Comingore		2/28/41	In Prod.
Devil and Miss Jones	Jean Arthur-Chas. Coburn		3/14/41	In Prod.
Footlight Fever (C) (Former title "Show Business")	Alan Mowbray-Donald McBride		3/21/41	a1/18/41
Girl, A Guy and A Gob	Geo. Murphy-Lucille Ball		2/14/41	a11/16/40
Melody for Three (D)	Jean Hersholt-Fay Wray		3/28/41	a1/11/41
Playgirl (C-D)	Kay Francis-James Ellison	(A)	3/7/41	b12/21/40
Reluctant Dragon	Benchley and Cartoon Characters			In Prod.
Repent at Leisure	Kent Taylor-Wendy Barrie		4/4/41	In Prod.
Robbers of the Range (W)	Tim Holt-Ray Whitley			a2/8/41
Scattergood Baines (C)	Guy Kibbee-Dink Trout		2/21/41	a1/18/41
Sunny (Mu)	A. Neagle-J. Carroll-R. Bolger			In Prod.
They Met In Argentina (Mu)	Ellison-O'Hara-Ebsen		4/25/41	In Prod.

REPUBLIC

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Carolina Moon (Mu-W)	65..	Gene Autry-Burnette-June Storey	(F)	7/15/40	b7/20/40
Carson City Kid (W)	57..	Roy Rogers-"Gabby" Hayes	(F)	7/1/40	b6/22/40
Crooked Road (D)	66..	Edmund Lowe-Irene Hervey	(A)	5/10/40	b5/11/40
Covered Wagon Days (W)	56..	Three Mesquiteers	(F)	4/22/40	b5/11/40
Dark Command (H-D)	94..	John Wayne-Claire Trevor	(F)	4/15/40	b4/13/40
Earl of Puddlestone (C)	67..	The Gleasons	(F)	8/31/40	b8/17/40
Forgotten Girls (D)	68..	Louise Platt-Donald Woods	(F)	3/15/40	b3/23/40
Gangs of Chicago (D)	66..	Lola Lane-Lloyd Nolan-MacLane	(F)	5/19/40	b5/25/40
Gauche Serenade (W)	66..	Gene Autry-Smiley Burnette	(F)	5/10/40	b5/18/40
Ghost Valley Raiders (W)	57..	Donald Barry-Lona Andre	(F)	3/26/40	b4/6/40
Girl From God's Country (D)	75..	Chester Morris-Chas. Bickford	(F)	7/30/40	b7/27/40
Grand Ole Opry (C)	68..	Weaver Bros. & Elviry	(F)	6/25/40	b7/13/40
Grandpa Goes to Town (C)	66..	The Gleasons-Harry Davenport	(F)	4/19/40	b4/20/40
Hi-Yo Silver (W)	69..	Silver Chief-Lynn Roberts	(F)	4/10/40	b4/20/40
In Old Missouri (C)	67..	Weaver Bros.-Elviry	(F)	4/17/40	b5/4/40
One Man's Law (W)	57..	Don Barry-Janet Waldo	(F)	6/29/40	b7/13/40
Pioneers of the West (W)	56..	Three Mesquiteers	(F)	3/12/40	b3/16/40
Rancho Grande (W)	68..	Gene Autry-Smiley Burnette	(F)	3/22/40	b3/30/40
Ranger and the Lady (W)	59..	Roy Rogers-George Hayes	(F)	7/30/40	b7/27/40
Rocky Mountain Rangers (W)	58..	Three Mesquiteers	(F)	5/24/40	b6/8/40
Scatterbrain (C)	73..	Judy Canova-Alan Mowbray	(F)	7/20/40	b7/13/40
Sing, Dance, Plenty Hot (Mu)	72..	Ruth Terry-Johnny Downs	(F)	8/10/40	b8/3/40
Three Faces West (D) (Reviewed as "The Refugee")	81..	J. Wayne-Sigrid Gurie-C. Coburn	(F)	7/12/40	b6/22/40
Wagons Westward (D)	69..	Chester Morris-Anita Louise	(F)	6/19/40	b6/29/40
Women in War (D)	71..	Elsie Janis-Wendy Barrie	(F)	6/6/40	b6/1/40
Young Buffalo Bill (W)	59..	Roy Rogers-George Hayes	(F)	4/12/40	b4/20/40

Current 1940-41

Arkansas Judge (C)	72..	Rogers-Weaver Bros. and Elviry	(F)	1/28/41	b1/25/41
Barnyard Follies (Mu)	67..	Mary Lee-June Storey-Rufe Davis	(F)	12/6/40	b11/23/40
Behind the News (D)	74..	Lloyd Nolan-Doris Davenport	(F)	12/20/40	b12/21/40
Border Legion (W)	58..	Roy Rogers-Geo. "Gabby" Hayes	(F)	12/5/40	b11/30/40
Bowery Boy (D)	71..	Dennis O'Keefe-Louise Campbell	(F)	12/27/40	b1/4/41
Colorado (W)	57..	Roy Rogers-George Hayes	(F)	9/15/40	b9/7/40
Friendly Neighbors (C)	67..	Weaver Bros. & Elviry	(F)	11/7/40	b11/16/40
Frontier Vengeance (W)	57..	Don Barry-Betty Moran	(F)	10/10/40	b10/12/40
Girl From Havana (D)	69..	Dennis O'Keefe-Victor Jory	(A)	9/11/40	b9/14/40
Hit Parade of 1941 (Mu-C)	88..	Kenny Baker-Frances Langford	(F)	10/15/40	b10/19/40
Lone Star Raiders (W)	57..	Three Mesquiteers	(F)	12/23/40	b12/21/40
Meet the Missus (C)	68..	Roscoe Karns-Ruth Donnelly	(F)	11/29/40	b11/23/40
Melody and Moonlight (Mu)	72..	Johnny Downs-Vera Vague	(F)	10/11/40	b10/5/40
Melody Ranch (Mu-C)	84..	Gene Autry-Jimmy Durante	(F)	11/15/40	b11/23/40
Oklahoma Renegades (W)	57..	Three Mesquiteers	(F)	8/29/40	b8/17/40
Petticoat Politics (C)		Roscoe Karns-Lois Ranson		1/31/41	a1/11/41
Ride, Tenderfoot, Ride (W)	65..	Autry-Burnette-June Story	(F)	9/6/40	b8/24/40
Ridin' on a Rainbow (Mu-W)	79..	Gene Autry-Smiley Burnette	(F)	1/24/41	b2/1/41
Robin Hood of the Pecos (W)	59..	Roy Rogers-George Hayes	(F)	1/14/41	b1/18/41
Texas Terrors (W)	57..	Don Barry-Al St. John	(F)	11/22/40	b11/23/40
Trail Blazers (W)	58..	Three Mesquiteers	(F)	11/11/40	b11/2/40
Tulsa Kid (W)	57..	Don "Red" Barry	(F)	8/16/40	b8/3/40
Under Texas Skies (W)	57..	Three Mesquiteers	(F)	9/30/40	b9/21/40
Who Killed Aunt Maggie? (My)	69..	John Hubbard-Wendy Barrie	(A)	11/1/40	b11/2/40
Wyoming Wildcat (W)	56..	Don Barry-Julie Duncan	(F)	1/6/41	b1/11/41
Young Bill Hickok (W)	59..	Roy Rogers-Geo. Hayes	(F)	10/21/40	b10/5/40

Coming 1940-41

Back In the Saddle Again (Mu-W)	Gene Autry-Smiley Burnette			In Prod.
Citadel of Crime (D)	John Wayne-F. Dee-Edw. Ellis			a2/1/41
Great Train Robbery (W)	Bob Steele-Claire Carleton			a2/8/41
Mr. District Attorney (D)	Dennis O'Keefe-Peter Lorre			In Prod.
Phantom Cowboy (W) (Former title "Bad Man from Rio")	Don Barry-Virginia Carroll		2/14/41	a1/18/41
Prairie Pioneers (W)	Three Mesquiteers		2/16/41	a1/18/41
Sis Hopkins (C)	Judy Canova-Jerry Colonna			In Prod.

20TH CENT.-FOX

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Blue Bird (Tech.) (FA)	83..	Shirley Temple-G. Sondergaard	(F)	3/22/40	b1/27/40
Charlie Chan's Murder Cruise (My)	75..	Sidney Toler-Marjorie Weaver	(F)	6/21/40	b5/11/40
Charlie Chan in Panama (D)	67..	Sidney Toler-Jean Rogers	(F)	3/1/40	b2/10/40
Earthbound (D)	67..	Warner Baxter-Andrea Leeds	(A)	6/7/40	b6/8/40
Four Sons (D)	89..	Ameche-Leontovitch-Alan Curtis	(A)	6/14/40	b6/1/40
Free, Blonde and 21 (C)	74..	Lynn Bari-Joan Davis		3/29/40	b2/17/40
Girl in 313 (My)	56..	Florence Rice-Joan Valerie	(A)	5/31/40	b6/22/40
Grapes of Wrath (D)	129..	Fonda-Bowdon-Grapewin		3/15/40	b1/27/40
I Was An Adventuress (D)	81..	Zorina-Richard Greene	(A)	5/10/40	b5/4/40
Johnny Apollo (D)	83..	Tyrone Power-Dorothy Lamour	(A)	4/19/40	b4/13/40
Lillian Russell (D)	127..	Alice Faye-Don Ameche		5/24/40	b5/18/40
Little Old New York (D)	100..	Alice Faye-MacMurray-Greene		2/9/40	b2/3/40
Lucky Cisco Kid (D)	68..	Cesar Romero-Mary Hughes	(F)	6/28/40	b6/1/40
Man Who Wouldn't Talk (D)	61..	Lloyd Nolan-Jean Rogers	(A)	2/2/40	b1/20/40
Manhattan Heartbeat (D)	72..	Virginia Gilmore-Joan Davis	(F)	7/12/40	b6/8/40
Maryland (D) (Tech.)	92..	B. Joyce-Payne-Brennan	(F)	7/19/40	b7/6/40
On Their Own (C)	63..	Jones Family	(F)	5/17/40	b4/13/40
Sailor's Lady (D)	66..	Nancy Kelly-Jon Hall	(F)	7/5/40	b7/6/40
Shooting High (Mu-D)	63..	Withers-Autry-Weaver	(F)	4/26/40	b3/9/40
So This Is London (C)	70..	Geo. Sanders-Drayton-Churchill	(A)	5/3/40	b2/4/35
Star Dust (D)	83..	Linda Darnell-John Payne	(F)	4/5/40	b4/6/40
They Came By Night (D)	73..	Will Fyffe	(F)	2/23/40	b3/9/40
Viva Cisco Kid (D)	70..	Cesar Romero-Chris-Pin Martin	(F)	4/12/40	b3/23/40
Young as You Feel (C)	59..	Jones Family	(F)	2/16/40	b2/3/40

Current 1940-41

Brigham Young, Frontiersman (H-D)	112..	Tyrone Power-Linda Darnell	(A)	9/27/40	b8/31/40
Chad Hanna (CS-D) (Tech.)	88..	Henry Fonda-Linda Darnell	(A)	12/27/40	b12/14/40
Charlie Chan At the Wax Museum (My)	62..	Sidney Toler-Joan Valerie	(F)	9/6/40	b8/3/40
Charter Pilot (D)	70..	Lynn Bari-Lloyd Nolan	(F)	12/6/40	b11/23/40
Down Argentine Way (Mu)	88..	Don Ameche-Betty Grable (Tech.)	(F)	10/11/40	b10/5/40
Elsa Maxwell's Pub. Deb. #1 (C)	80..	G. Murphy-B. Joyce-C. Ruggles	(F)	9/13/40	b8/31/40
Gay Caballero (D)	57..	Cesar Romero-Betty McLaughlin	(F)	10/4/40	b9/28/40
Girl from Avenue A (C)	76..	Jane Withers-Kent Taylor	(F)	8/9/40	b8/10/40
Girl in the News (D)	78..	Margaret Lockwood-Barry Barnes	(F)	1/31/41	b1/4/41
Great Profile (C)	70..	John Barrymore-Mary Hughes	(A)	10/25/40	b8/17/40
Hudson's Bay (H-D)	94..	Paul Muni-Gene Tierney	(F)	1/3/41	b12/28/40

20TH CENT.-FOX

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Jennie (D)	78	Doris Bowden-Geo. Montgomery	(F)	12/20/40	b12/7/40
Man I Married (D)	76	Joan Bennett-Francis Lederer	(A)	8/2/40	b7/20/40
Mark of Zorro (D)	92	Tyrone Power-Linda Darnell	(F)	11/8/40	b11/9/40
Michael Shayne, Private Detective (My)	77	Lloyd Nolan-Marjorie Weaver	(F)	1/10/41	b12/28/40
Murder Over New York (My)	65	Sidney Toler-Marjorie Weaver	(F)	12/13/40	b12/7/40
Night Train (D)	95	Margaret Lockwood-Rex Harrison	(A)	10/18/40	b8/3/40
		(Reviewed as "In Disguise")			
Pier 13 (C-D)	66	Lynn Bari-Lloyd Nolan	(F)	8/23/40	b8/17/40
Return of Frank James (D)	92	H. Fonda-J. Cooper (Tech.)	(F)	8/16/40	b8/17/40
Ride Kelly Ride (D)	59	Marvin Stephens-Rita Quigley	(F)	2/7/41	b1/25/41
Romance of the Rio Grande (W)	73	Cesar Romero-Patricia Morison	(F)	1/17/41	b12/28/40
Street of Memories (D)	71	Guy Kibbee-Lynn Roberts	(A)	11/15/40	b7/6/40
Tall, Dark and Handsome (D)	78	Cesar Romero-Milton Berle	(A)	1/24/41	b1/18/41
Tin Pan Alley (Mu)	94	Alice Faye-B. Grable-J. Oakie	(F)	11/29/40	b11/23/40
Yesterday's Heroes (D)	65	Jean Rogers-Rob't Sterling	(F)	9/20/40	b9/21/40
Young People (C-D)	78	Shirley Temple-Jack Oakie	(F)	8/30/40	b7/13/40
Youth Will Be Served (D)	68	Jane Withers-Robert Conway	(F)	11/22/40	b9/28/40

Coming 1940-41

Title	Stars		Rel. Date	See Issue of
Blood and Sand (Tech.)	Tyrone Power-Linda Darnell		5/30/41	In Prod.
Bride Wore Crutches (C-D)	Lynne Roberts-Ted North	(F)	7/4/41	b7/27/40
Cowboy and the Blonde	Mary Beth Hughes-G. Montgomery		5/23/41	In Prod.
Dead Men Tell (My)	Sidney Toler		3/28/41	In Prod.
For Beauty's Sake (My-C)	Ned Sparks-Marjorie Rambeau		6/27/41	a8/17/40
Golden Hoofs (C)	Jane Withers-Buddy Rogers	(F)	2/14/41	b2/8/41
Great American Broadcast	Alice Faye-John Payne-Jack Oakie		5/2/41	In Prod.
Murder Among Friends	John Hubbard-Marjorie Weaver		3/14/41	a1/18/41
Outlaw, The	Walter Huston-Thos. Mitchell		3/21/41	In Prod.
Ride On, Vaquero (W)	Cesar Romero-Mary Beth Hughes		4/18/41	a1/25/41
Scotland Yard (D)	Edmund Gwenn-Nancy Kelly		2/28/41	a1/18/41
Sleepers West (D)	Lloyd Nolan-Lynn Bari		4/4/41	a1/25/41
That Night in Rio (Mu) (Tech.)	Alice Faye-Don Ameche		4/11/41	a1/25/41
	(Former title "Road to Rio")			
Tobacco Road (D)	Tierney-Grapewin-Rambeau		3/7/41	In Prod.
Very Young Lady (C)	Jane Withers-Nancy Kelly		6/6/41	In Prod.
Western Union (D) (Tech.)	Rob't Young-Randolph Scott	(F)	2/21/41	b2/8/41

UNITED ARTISTS

Current

Title	Mins.	Stars		Rel. Date	See Issue of
Blackout (D)	81	Conrad Veidt-Valerie Hobson	(F)	11/29/40	b10/19/40
Captain Caution (D)	88	V. Mature-Louise Platt-B. Cabot	(A)	8/9/40	b8/3/40
Chump At Oxford (C)	63	Stan Laurel-Oliver Hardy	(F)	2/16/40	b2/17/40
Foreign Correspondent (D)	120	Joel McCrea-Herbert Marshall	(F)	8/16/40	b8/17/40
House Across the Bay (D)	88	Joan Bennett-George Raft	(A)	3/1/40	b3/2/40
Kit Carson (D)	96	Jon Hall-Dana Andrews		8/30/40	b8/31/40
Long Voyage Home (D)	103	John Wayne-Thos. Mitchell	(A)	11/22/40	b10/12/40
My Son, My Son! (D)	116	Brian Aherne-Madeleine Carroll	(A)	3/22/40	b3/9/40
1,000,000 B.C. (D)	80	John Hubbard-Carole Landis	(F)	4/5/40	b4/13/40
Our Town (D)	90	Fay Bainter-Frank Craven		5/24/40	b5/18/40
Over the Moon (C-D)	78	Oberon-Rex Harrison (Tech.)	(F)	3/29/40	b11/11/39
Pastor Hall (D)	96	Wilfrid Lawson-Nova Pilbeam	(F)	9/13/40	b7/27/40
Rebecca (D)	130	Olivier-Anderson-Fontaine	(A)	4/12/40	b3/23/40
Road Show (C)		Adolphe Menjou-Carole Landis	(F)	1/24/41	b1/11/41
Saps at Sea (C)	56	Stan Laurel-Oliver Hardy		5/3/40	b4/27/40
Son of Monte Cristo (D)	104	Joan Bennett-Louis Hayward	(F)	1/10/41	b12/7/40
South of Pago Pago (D)	97	Jon Hall-Victor McLaglen		7/18/40	b7/20/40
Thief of Bagdad (FA)	109	Sabu-Conrad Veidt (Tech.)	(F)	12/25/40	b10/19/40
Turnabout (C)	83	Carole Landis-Hubbard-Menjou	(A)	5/17/40	b5/4/40
Westerner (D)	99	Gary Cooper-Walter Brennan	(F)	9/20/40	b9/21/40

Coming

Title	Stars		Rel. Date	See Issue of
Broadway Limited (D)	Victor McLaglen-Dennis O'Keefe			In Prod.
Cheers for Miss Bishop (D)	Martha Scott-William Gargan	(F)		b1/18/41
Great Dictator, The (C)	Charles Chaplin-P. Goddard	(F)		b10/19/40
Major Barbara	Wendy Hiller- Robert Morley			In Prod.
New Wine	Ilona Massey-Binnie Barnes			In Prod.
Pot O' Gold (C-Mu)	James Stewart-Paulette Goddard			a2/8/41
So Ends Our Night (D)	Fredric March-Margaret Sullavan	(A)		b1/25/41
That Hamilton Woman (H-D)	Vivien Leigh-Laurence Olivier			a11/30/40
	(Former title "Lady Hamilton")			
That Uncertain Feeling	Oberon-Douglas-Meredith			a12/14/40
Topper Returns (C)	Joan Blondell-Carole Landis			a12/14/40

UNIVERSAL

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Alias the Deacon (C)	73	Bob Burns	(F)	5/17/40	b5/4/40
Bad Man from Red Butte (W)	58	J. M. Brown-Baker-Fuzzy Knight	(F)	5/31/40	b6/15/40
Big Guy (D)	77	McLaglen-Cooper-Munson	(A)	2/2/40	b5/11/40
Black Diamonds (D)	60	Richard Arlen-Andy Devine	(F)	7/19/40	b7/27/40
Black Friday (D)	64	Boris Karloff-Bela Lugosi	(A)	4/12/40	b3/9/40
Boys From Syracuse (C)	73	A. Jones-Martha Raye-J. Penner	(F)	8/9/40	b7/13/40
Danger on Wheels (D)	61	Richard Arlen-Andy Devine	(F)	2/2/40	b5/11/40
Double Alibi (My)	65	Wayne Morris-Margaret Lindsay	(A)	3/1/40	b2/24/40
Enemy Agent (D)	60	Robt. Armstrong-Helen Vinson	(F)	4/19/40	b4/13/40
Framed (D)	60	Constance Moore-R. Armstrong	(A)	2/23/40	b5/11/40
Half a Sinner (D)	59	Heather Angel-John King	(F)	4/5/40	b6/1/40
Honeymoon Deferred (D)	59	Margaret Lindsay-Edmund Lowe	(F)	2/16/40	b2/24/40
Hot Steel (D)	61	Richard Arlen-Andy Devine	(F)	5/24/40	b6/29/40
House of the Seven Gables (D)	88	Vincent Price-Margaret Lindsay	(A)	4/12/40	b3/9/40
I Can't Give You Anything But Love Baby (C)	61	Peggy Moran-Johnny Downs	(F)	6/21/40	b5/11/40
If I Had My Way (Mu-C)	87	Bing Crosby-Gloria Jean	(F)	5/3/40	b4/27/40
It's a Date (Mu-D)	103	Deanna Durbin-Kay Francis	(F)	3/22/40	b3/23/40
La Conga Nights (C)	60	Hugh Herbert	(F)	5/31/40	b5/18/40
Love, Honor and Oh, Baby (C)	60	Wallace Ford-Kathryn Adams	(F)	6/7/40	b6/8/40
Ma! He's Making Eyes at Me (C)	61	Tom Brown-Constance Moore	(F)	3/15/40	b4/13/40
My Little Chickadee (C)	83	Mae West-W. C. Fields	(A)	2/9/40	b2/10/40
Private Affairs (C-D)	73	N. Kelly-R. Young-R. Cummings	(F)	7/5/40	b6/15/40
Riders of Pasco Basin (W)	56	J. M. Brown-Bob Baker	(F)	4/5/40	b5/25/40
Sandy Is a Lady (C)	64	Sandy-Mischa Auer-Nan Grey	(F)	6/14/40	b5/25/40
Ski Patrol (D)	64	Luli Deste-Philip Dorn	(F)	5/10/40	b5/11/40
Son of Roaring Dan (W)	63	J. M. Brown-Jeanne Kelly	(F)	7/26/40	b8/17/40
South to Karanga (D)	59	C. Bickford-L. Deste	(F)	8/2/40	b8/10/40
When the Daltons Rode (W-D)	80	Kay Francis-Randolph Scott	(F)	8/23/40	b8/3/40
You're Not So Tough (D)	72	Dead End Kids-Nan Grey	(F)	7/26/40	b6/1/40
Zanzibar (D)	72	Lola Lane-James Craig	(F)	3/8/40	b3/30/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Argentine Nights (C)	73	Ritz Brothers-Andrews Sisters	(F)	9/6/40	b9/7/40
Back Street (D)	89	Chas. Boyer-M. Sullavan	(F)	2/7/41	b2/8/41
Bank Dick (C)	74	W. C. Fields-Una Merkel	(F)	11/29/40	b12/7/40
Boss of Bullion City (W)	59	J. M. Brown-Fuzzy Knight		1/10/41	a9/14/40
Buck Privates (C-Mu)	82	Abbott & Costello-Andrews Sisters	(F)	1/31/41	b2/8/41
Devil's Pipeline (D)	65	Richard Arlen-Andy Devine	(F)	11/1/40	b11/16/40
Diamond Frontier (D)	71	Victor McLaglen-John Loder	(F)	10/4/40	b10/12/40
Fugitive, The (D)	75	Ralph Richardson-Diana Wynyard	(A)	9/20/40	b6/22/40
Give Us Wings (D)	69	Billy Halop-Huntz Hall	(F)	12/20/40	b11/16/40
Hired Wife (C)	95	Rosalind Russell-Brian Aherne	(A)	9/13/40	b9/14/40
I'm Nobody's Sweetheart Now (C)	62	Helen Parrish-Dennis O'Keefe	(F)	11/1/40	b8/10/40
Invisible Woman (D)	72	John Barrymore-Virginia Bruce	(A)	12/27/40	b1/4/41
Law and Order (W)	57	J. M. Brown-Fuzzy Knight	(F)	10/18/40	b11/30/40
Leather Pushers (D)	64	Andy Devine-Richard Arlen	(F)	9/13/40	b9/7/40
Little Bit of Heaven (C)	87	Gloria Jean-R. Stack-Nan Grey	(F)	10/11/40	b10/12/40
Lucky Devils (D)	64	Richard Arlen-Andy Devine	(F)	1/3/41	b12/28/40
Margie (C)	59	Tom Brown-Nan Grey-M. Auer	(F)	12/6/40	b9/21/40
Meet the Wildcat (D)	63	Margaret Lindsay-Ralph Bellamy	(F)	11/22/40	b10/12/40
Mummy's Hand (D)	67	Dick Foran-Wallace Ford	(A)	9/20/40	b8/31/40
One Night in the Tropics (C)	82	Allan Jones-Nancy Kelly	(F)	11/15/40	b11/2/40
Pony Post (W)	59	Johnny Mack Brown	(F)	11/8/40	b12/21/40
Ragtime Cowboy Joe (W)	58	J. Mack Brown-Fuzzy Knight	(F)	9/20/40	b10/5/40
Sandy Gets Her Man (C)	65	Baby Sandy-S. Erwin-Una Merkel	(F)	11/8/40	b11/2/40
San Francisco Docks (D)	65	Burgess Meredith-Irene Hervey	(A)	1/10/41	b12/7/40
Seven Sinners (D)	84	Marlene Dietrich-John Wayne	(A)	10/25/40	b11/2/40
Six Lessons From Madame La Zonga (C)	60	Lupe Velez-Leon Errol	(F)	1/17/41	b1/18/41
Slightly Tempted (C)	61	Hugh Herbert-Johnny Downs	(F)	10/18/40	b8/10/40

UNIVERSAL

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Spring Parade (Mu)	90	Deanna Durbin-Rob't. Cummings	(F)	9/27/40	b9/28/40
Trail of the Vigilantes (W-C)	75	Franchot Tone-Crawford-Devine	(F)	12/13/40	b12/14/40
Where Did You Get That Girl? (Mu-C)	67	Helen Parrish-Chas. Lang	(F)	1/3/41	b12/28/40

Coming 1940-41

Title	Stars		Rel. Date	See Issue of
Bury Me Not on the Lone Prairie (W)	J. M. Brown-Fuzzy Knight		3/21/41	a12/12/40
Dangerous Game (D)	Richard Arlen-Andy Devine		8/22/41	a10/19/40
	(Former title, "Who Killed Doc Robin?")			
Dark Streets of Cairo (D)	Sigrid Gurie-Ralph Byrd	(F)	2/28/41	b12/7/40
Flame of New Orleans (C-D)	Dietrich-Roland Young-Cabot		4/11/41	In Prod.
Lady From Cheyenne (D)	Loretta Young-Rob't Preston		3/28/41	a2/8/41
Man Made Monster (D)	Frank Albertson-Lon Chaney, Jr.		4/4/41	a12/21/40
	(Former title "Mysterious Dr. R.")			
Man Who Lost Himself (D)	Brian Aherne-Kay Francis		4/25/41	In Prod.
Meet the Chump (C)	Hugh Herbert-Lewis Howard	(F)	2/14/41	b2/1/41
Mister Dynamite	Lloyd Nolan-Irene Hervey		3/7/41	In Prod.
Model Wife (C-D)	Joan Blondell-Dick Powell		3/14/41	a2/8/41
Nice Girl (Mu-C)	Deanna Durbin-Franchot Tone		2/21/41	a12/14/40
Oh, Charlie	Abbott & Costello-Evelyn Ankers		5/30/41	In Prod.
Unfinished Business	Irene Dunne-Robt. Montgomery		8/15/41	In Prod.

Coming 1941-42

Title	Stars		Rel. Date	See Issue of
Black Cat (C)	Hugh Herbert-Broderick Crawford			In Prod.

WARNER BROS.

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
All This and Heaven Too (D)	143	Bette Davis-Charles Boyer	(A)	7/13/40	b6/22/40
Angel from Texas (C)	69	Albert-Wyman-Reagan	(F)	4/27/40	b4/13/40
Brother Orchid (C-D)	90	E. G. Robinson-Sothern-Bellamy	(F)	6/8/40	b6/1/40
Calling Philo Vance (My)	62	James Stephenson	(F)	2/3/40	b2/3/40
Castle on the Hudson (D)	76	Garfield-O'Brien-Sheridan	(A)	2/17/40	b3/2/40
Dr. Ehrlich's Magic Bullet (D)	102	Edw. G. Robinson-Ruth Gordon	(A)	3/2/40	b2/10/40
Flight Angels (D)	74	Ralph Bellamy-Dennis Morgan	(F)	5/18/40	b5/11/40
Flowing Gold (D)	82	Pat O'Brien-John Garfield	(A)	8/24/40	b8/24/40
Fugitive from Justice (D)	53	Roger Pryor-Lucille Fairbanks	(A)	6/15/40	b6/8/40
Gambling on the High Seas (D)	58	Wayne Morris-Jane Wyman	(F)	6/22/40	b2/24/40
Granny Get Your Gun (D)	56	May Robson-Harry Davenport	(F)	2/10/40	b1/6/40
It All Came True (D)	97	Ann Sheridan-Jeffrey Lynn	(A)	4/6/40	b3/23/40
King of Lumberjacks (D)	61	John Payne-Gloria Dickson	(F)	4/13/40	b2/24/40
Ladies Must Live (C)	59	Rosemary Lane-Wayne Morris	(F)	7/20/40	b8/24/40
Man Who Talked Too Much (D)	75	Geo. Brent-Virginia Bruce	(A)	7/6/40	b6/29/40
Money and the Woman (D)	65	Jeffrey Lynn-Brenda Marshall	(F)	8/17/40	b8/17/40
Murder in the Air (D)	55	Ronald Reagan-Lya Lys	(F)	8/1/40	b2/24/40
My Love Came Back (C-D)	85	De Havilland-J. Lynn-J. Wyman	(F)	7/20/40	b8/29/40
River's End (D)	70	Dennis Morgan-George Tobias	(F)	8/10/40	b8/24/40
Saturday's Children (D)	101	John Garfield-Anne Shirley	(F)	5/11/40	b4/13/40
Sea Hawk (D)	127	Flynn-Marshall-Crisp	(F)	8/31/40	b7/20/40
Tear Gas Squad (D)	58	D. Morgan-J. Payne-G. Dickson	(F)	5/4/40	b3/23/40
They Drive by Night (D)	93	Raft-Sheridan-Bogart	(A)	8/3/40	b7/13/40
Three Cheers for the Irish (C-D)	100	Priscilla Lane-Dennis Morgan	(F)	3/16/40	b3/9/40
'Til We Meet Again (D)	100	Merle Oberon-George Brent	(F)	4/20/40	b4/6/40
Torrid Zone (D)	88	Cagney-O'Brien-Sheridan	(A)	5/25/40	b5/11/40
Virginia City (H-W)	121	Flynn-Hopkins-Scott	(F)	3/23/40	b3/23/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Always a Bride (C)	58	Rosemary Lane-George Reeves	(F)	11/2/40	b11/30/40
Calling All Husbands (C)	64	Geo. Tobias-Lucille Fairbanks	(F)	9/7/40	b8/31/40
Case of the Black Parrot (My)		Wm. Lundigan-Maris Wrixon		1/11/41	a11/16/40
City for Conquest (D)	105	James Cagney-Ann Sheridan	(A)	9/21/40	b9/14/40
Dispatch from Reuters (D)	88	Robinson-Albert-Basserman	(F)	10/19/40	b9/21/40
East of the River (D)	74	John Garfield-Brenda Marshall	(A)	11/9/40	b11/2/40
Father Is a Prince (C)	62	Grant Mitchell-Nana Bryant	(A)	10/12/40	b10/12/40
Four Mothers (D)	86	Lane Sisters-G. Page-J. Lynn	(F)	12/21/40	Reissued
Here Comes the Navy (D)	86	James Cagney-Pat O'Brien	(F)	1/4/41	b12/21/40
High Sierra (D)	100	Humphrey Bogart-Ida Lupino	(F)	1/25/41	b1/11/41
Honeymoon for Three (C)	77	George Brent-Ann Sheridan	(F)	1/18/41	b1/11/41
Knute Rockne—All American (D)	93	Pat O'Brien-Ronald Reagan	(F)	10/5/40	b10/12/40
Lady with Red Hair (D)	81	Miriam Hopkins-Richard Ainley	(A)	11/30/40	b11/16/40
Letter The (D)	101	Bette Davis-Herbert Marshall	(A)	11/23/40	b11/16/40
No Time for Comedy (C)	96	J. Stewart-R. Russell-C. Ruggles	(A)	9/14/40	b9/7/40
Santa Fe Trail (D)	110	Flynn-de Havilland-Massey	(F)	12/28/40	b12/28/40
She Couldn't Say No (C)	63	Roger Pryor-Eve Arden		12/7/40	b12/28/40
South of Suez (D)	86	Geo. Brent-Lee Patrick	(F)	11/16/40	b12/7/40
Tugboat Annie Sails Again (C)	77	Marjorie Rambeau-Alan Hale	(F)	10/26/40	b10/19/40

Coming 1940-41

Title	Stars		Rel. Date	See Issue of
Affectionately Yours (C)	Merle Oberon-Dennis Morgan			a2/8/41
Bride Came C.O.D. (C)	Bette Davis-James Cagney			In Prod.
Father's Son (D)	John Litel-Billy Dawson	(F)	2/1/41	b1/4/41
Flight From Destiny (D)	Thos. Mitchell-Jeffrey Lynn	(A)	2/8/41	b12/28/40
Footsteps in the Dark (D)	Errol Flynn-Brenda Marshall		3/8/41	a11/30/40
Great Lie (D)	Bette Davis-Geo. Brent			a12/21/40
Great Mr. Nobody (C)	Eddie Albert-Joan Leslie	(F)	2/15/41	b2/8/41
Here Comes Happiness (D)	Mildred Coles-Richard Ainley		3/15/41	a1/4/41
Kisses for Breakfast (C)	Dennis Morgan-Jane Wyatt		2/15/41	a1/25/41
	(Former title "She Stayed Kissed")			
Knockout (D)	Arthur Kennedy-Olympe Bradna		3/29/41	a12/21/40
Meet John Doe	Gary Cooper-Barbara Stanwyck			In Prod.
Miss Wheelwright Discovers America (C-D)	Priscilla Lane-Ronald Reagan			a2/1/41
Mother's Boys	Wayne Morris-Arthur Kennedy			In Prod.
No Hard Feelings	Ricardo Cortez-Wm. Lundigan			In Prod.
Sea Wolf (D)	Robinson-Garfield-Lupino		3/22/41	a11/30/40
Sergeant York	Gary Cooper-Joan Leslie			In Prod.
Shadows on the Stairs (D)	Maris Wrixon-Wm. Lundigan		3/1/41	a1/18/41
	(Former title "Murder on the Second Floor")			
Shining Victory (D)	G. Fitzgerald-Jas. Stephenson			a2/1/41
	(Former title "Winged Victory")			
Singapore Woman (D)	Brenda Marshall-David Bruce			a2/1/41
Strange Alibi (D)	Arthur Kennedy-Joan Perry			In Prod.
Strawberry Blonde	Jas. Cagney-Olivia de Havilland		2/22/41	In Prod.
Thirty Days Hath September (C)	Eddie Albert-Joan Leslie			a2/8/41
Wagons Roll at Night (D)	Humphrey Bogart-Sylvia Sidney			a11/2/40
	(Former title "Carnival")			

MISCELLANEOUS

Title	Mins.	Stars		Rel. Date	See Issue of
Adolescence (D)	80	Leon Janney-Eleanor Hunt	(A)	Select	b12/21/40
Captain Moonlight (D)	60	John Garrick-Winifred Shotter	(A)	Atlas	a4/27/40
Face at the Window (My)	65	Tod Slaughter-Marjorie Taylor	(A)	Ziehm	b10/19/40
George Washington Carver (D)	69	G. W. Carver-B. Washington III	(A)	St. George	b4/13/40
Hidden Menace (D)	56	Otto Kruger-Gertrude Michael	(F)	Alliance	b4/13/40
Hold That Woman (C-D)	65	James Dunn-Frances Gifford	(F)	Producers	b8/3/40
Human Beast (D) (French)	79	Jean Gabin-Simone Simon	(A)	Juno	b4/24/40
Invisible Killer (D)	63	Grace Bradley-Roland Drew	(F)	Producers	b2/10/40
Leopard Men of Africa (T)	65	Natives and animals	(A)	Select	b7/6/40
Let George Do It (C)	72	Geo. Formby-Phyllis Calvert	(F)	Film All	b10/26/40
Lilac Domino (Mu)	95	Michael Bartlett-June Knight	(F)	Select	b12/14/40
Louise (Opera) (French)	72	Grace Moore	(A)	Mayer-Burstyn	b2/10/40
Mad Youth (D)	60	Mary Ainslee-Betty Compson	(A)	Atlas	b5/25/40
Mercy Plane (D)	60	James Dunn	(F)	Producers	b6/8/40
Merry Wives (Czech) (4-D)	80	Czech cast	(A)	Lloyd	b2/1/41
Misbehaving Husbands (C)	65	Harry Langdon-Betty Blythe	(F)	Producers	b12/14/40
Murder in the Night (D)	58	Jack LaRue-Sandra Storme	(A)	Film All	b7/20/40
Overnight (D)	66	Robert Donat-Pearl Argyle	(F)	Mundus	b6/8/40
Secret Evidence (My)	63	Charles Quigley-Marjorie Reynolds	(F)	Producers	b2/8/41
Torso Murder Mystery (My)	70	Bruce Cabot-Marta Labarr	(A)	Ziehm	b10/19/40

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

Shorts Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Doughnuts	Shirley Temple	19	Reissued
Managed Money	Shirley Temple	20	Reissued
Merrily Yours	Shirley Temple	20	Reissued
Mother, The		10	Not Rev.
Pardon My Pups	Shirley Temple	19	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1939-40

ALL STAR COMEDIES (18)

All American Blondes	Fair	17	11/11/39
Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
Awful Goof		19	Not Rev.
Boobs In the Woods	Funny	16	6/15/40
Fireman Save My Choo Choo	Blah	17	8/31/40
Glove Slingers	Good Slapstick	18	1/ 6/40
Heckler	Fairly Funny	18	2/24/40
His Bridal Fright		18	Not Rev.
Mr. Clyde Goes to Broadway		18	Not Rev.
Money Squawks		18	Not Rev.
Nothing But Pleasure	Amusing	18	2/17/40
Pardon My Berth Marks	Filler	18	3/16/40
Skinny the Moocher	Funny	16½	9/ 2/39
South of the Boudoir	Good Slapstick	18½	6/15/40
Static In the Attic	Funny	20	9/ 2/39
Taming of the Snood		18	Not Rev.
Teacher's Pest	Fairly Funny	18	8/12/39
You're Next	Poor	18	6/15/40

CINESCOPES (6)

Berth of a Queen	Interesting	11	4/20/40
Fashion Takes a Holiday	Feminine Appeal	11	3/16/40
Odd Vocations		10	Not Rev.
Squadron 992		8½	Not Rev.
Threads of a Nation	Interesting	11	2/24/40
World of 1960	Interesting	10	1/ 6/40

COLUMBIA TOURS (6)

Beautiful Switzerland	Average	10	12/30/39
Historic Cities of India		10	Not Rev.
Holland and the Zuyder Zee	Interesting	10	9/16/39
In the Land of the Pagodas		10	Not Rev.
Life in Paris		10	Not Rev.
New Hampshire	Good Travel Film	11	3/16/40
Pleasurebound in Canada		10	Not Rev.
Unveiling Algeria	Fair	10	4/20/40

COLOR RHAPSODIES (16) (Tech.)

Blackboard Review		7	Not Rev.
Boy, a Gun and Birds	Fair	7	1/ 6/40
Crop Chasers	Good	7½	10/14/39
Dreams On Ice	Cute	7	10/14/39
Egg Hunt	Cute	7½	6/15/40
Greyhound and the Rabbit	Filler	7	4/20/40
Happy Tots' Expedition		6½	Not Rev.
Jitterbug Knights	Fair	7	9/ 9/39
Mother Goose In Swing-Time		7	Not Rev.
Mountain Ears	Cute	7	10/14/39
Timid Pup	Too Tame	7	8/31/40
Ye Olde Swap Shoppe		7	Not Rev.

COMMUNITY SINGS (10)

College Songs		10	Not Rev.
Crosby Hit Songs		9	Not Rev.
Gypsy Songs	Very Good	10	2/17/40
Medley of Hits		10	Not Rev.
Old Time Songs		9½	Not Rev.
Stephen Foster Songs		10	Not Rev.
Topical Songs		10	Not Rev.

FABLES CARTOONS (6)

Barnyard Babies		6	Not Rev.
Little Lost Sheep	Fair	7	9/16/39
Park Your Baby	Average	7	2/24/40
Peep In the Deep	Routine	7	8/31/40
Pooch Parade		7	Not Rev.
Practice Makes Perfect	Dull	6	4/20/40

FOOLS WHO MADE HISTORY (6)

Story of Charles Goodyear	Excellent	10	10/21/39
Story of Elias Howe	Excellent	11	9/16/39

HAPPY HOUR

Book of Books	Outstanding	10	11/18/39
Building of Boys	Noteworthy	10	10/21/39

MOMENTS OF COMEDY (6)

PALS AND PETS (6)

PHANTASIES CARTOONS (10)

Charm Bracelet		6½	Not Rev.
Fish Follies		6	Not Rev.
Man of Tin		7	Not Rev.
Millionaire Hobo		6½	Not Rev.
Mouse Exterminator	Fair	6½	1/27/39
News Oddities		6½	Not Rev.

SCREEN SNAPSHOTS (12)

No. 1 Art of Make-up	Very Good	10	10/14/39
No. 2 Training Animal Stars	Above Average	10	11/11/39
No. 3 Novelty Parties		10	Not Rev.
No. 4 Trip Thru Studios		10	Not Rev.
No. 5 Art in Hollywood	Fan Appeal	11	3/16/40
No. 6 Hollywood Recreations	Good	10	4/20/40
No. 7 Wardrobe Designers		10	Not Rev.
No. 8 Cowboy Jubilee		10	Not Rev.
No. 9 Ken Murray	Just Fair	10	7/20/40
No. 10 Jack Oakie	So So	9	8/31/40

COLUMBIA 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of

STOOGE COMEDIES (8)

A Plumbing We Will Go		18	Not Rev.
Calling All Curs	Good Slapstick	18	8/12/39
How High Is Up	Grand Slams	16	7/20/40
Nutty But Nice		17	Not Rev.
Oily To Bed, Oily To Rise	Swell Slapstick	18	9/16/39
Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
Three Sappy People		18½	Not Rev.
You Nazty Spy!	Swell Satire	18	2/10/40

WASHINGTON PARADE (6)

Archives		11	Not Rev.
Inside the F.B.I.		11	Not Rev.
Our National Defense		10	Not Rev.
Smithsonian Institution	Exceptional	11	11/11/39
Social Security	Interesting	11	6/15/40
U. S. Treasury	Excellent	10	2/10/40

WORLD OF SPORTS (12)

Bows and Arrows	Very Good	10	10/21/39
Canvass Capers		10	Not Rev.
Fishing In Hawaii		11	Not Rev.
Flying Targets	For Sportsmen	10	3/16/40
Jai Alai	Good	9	12/30/39
Rough House Fiesta		10	Not Rev.
Saving Strokes With Sam Snead		10	Not Rev.
Skiing Technique		10	Not Rev.
Sport of Kings	Satisfactory	10	6/15/40
Tomorrow's Stars	Good	10	4/27/40

1940-41

ALL STAR COMEDIES (18)

Blondes and Blunders	Silly	16	11/30/40
Bundle of Bliss		17	Not Rev.
Cold Turkey		18	10/12/40
Fresh As A Freshman		16	Not Rev.
His Ex Marks the Spot	Funny	18	1/11/41
Pleased to Mitt You		18	Not Rev.
Spook Speaks	Fairly Amusing	18	10/12/40
Watchman Takes a Wife	Fairly Amusing	16	1/25/41

CINESCOPES (10)

Feathers		9	Not Rev.
Floating Elephants	Timely and Good	8	10/12/40
Hobby Lobby	Excellent	12	9/21/40
Nice Work, If you Can Do It	Fair	10	11/23/40
Unusual Crafts	Interesting	9	1/25/41

COLOR RHAPSODIES (16) (Tech.)

Helping Paw	Amusing	7	2/ 1/41
Mad Hatter		7	Not Rev.
Mr. Elephant Goes to Town		8	Not Rev.
Tangled Television	Good	7½	10/12/40
Way of All Pests		7	Not Rev.
Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

Beautiful British Columbia		10	Not Rev.
From Singapore to Hongkong		10	Not Rev.
Historic Virginia		11	Not Rev.
Islands of the West Indies	Satisfactory	10	11/23/40
Old and New Arizona		10	Not Rev.
Savoy in the Alps	Poor Timing	11	11/23/40
Sojourn in Havana	Interesting	9	11/30/40

COMMUNITY SINGS (10)

Fun With Songs	Depends	9	11/23/40
Gay Tunes		10	Not Rev.
Jolly Tunes		9	Not Rev.
Melodies That Linger		10	Not Rev.
Popular Love Songs		9	Not Rev.

FABLES CARTOONS (8)

Farmer Tom Thumb	Good	7	10/12/40
It Happened to Crusoe		6	Not Rev.
Mouse Meets Lion	Poor	6	11/23/40
Paunch and Judy	Average	6	1/25/41
Streamlined Donkey		6	Not Rev.

HOW'S YOUR I. Q. (6)

Take It Or Leave It (1)	Funny	11½	11/30/40
Take It Or Leave It (2)	Entertaining	11	2/ 1/41
Take It Or Leave It (3)		11	Not Rev.

NEW YORK PARADE (6)

Magic City	Well Done	10	1/25/41

PHANTASIES CARTOONS (8)

Happy Holidays		6	Not Rev.
Little Theatre		6	Not Rev.
Schoolboy Dreams	Cute	7	10/12/40
Tom Thumb's Brother		6	Not Rev.

SCREEN SNAPSHOTS (12)

No. 1 (Ken Murray)		10	11/30/40
No. 2 (Don Wilson)	Very Good	10	11/23/40
No. 3 (Ken Murray)	One of the Best	9	Not Rev.
No. 4 (Ken Murray)		10	Not Rev.
No. 5 (Bob Hope)	Excellent	10	2/ 1/41

STOOGE COMEDIES (8)

Boobs In Arms		18	Not Rev.
Cookoo Cavaliers	Silly	17	11/30/40
From Nurse to Worse	A Dud	17	8/31/40
No Census, No Feeling		18	Not Rev.
So Long Mr. Chumps		20	Not Rev.

COLUMBIA 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of

WASHINGTON PARADE (6)

The Mint		10	Not Rev.
U. S. Military Academy		10	Not Rev.
U. S. Naval Academy	Splendid	10	2/ 1/41

WORLD OF SPORTS (12)

Ali the Giant Killer	Very Good	9	1/25/41
Hunting Wild Deer	Fair	9	11/30/40
Ice Capers		10	Not Rev.
Master of Cue	For Billiard Fans	10	10/12/40
Splits, Spares and Strikes		10	Not Rev.

MGM 1939-40

CARTOONS (18) (Tech.)

Bookworm Turns	Average	8	7/27/40
Fishing Bear	Clever	8	2/ 3/40
Gallopin' Gals	Excellent	8	11/ 9/40
Homeless Flea	Cute	8	11/ 9/40
Home on the Range	Cute	9	3/ 3/40
Mad Maestro	Good	8	1/20/40
Milky Way	Cute	8	7/ 6/40
Papa Gets the Bird	Cute	8	9/28/40
Peace on Earth	Definitely a "Must"	8	12/ 9/39
Puss Gets the Boot	Good	9	3/ 9/40
Rainy Day		8	Not Rev.
Romeo in Rhythm	Misses Fire	8	9/ 7/40
Swing Social	Clever	8	6/ 1/40
Tom Turkey and His Harmonica Humdinger	Fair	7	7/27/40

CRIME DOESN'T PAY (6)

Buyer Beware	Excellent	20	9/ 7/40
Jack Pot	One of the Best	19	3/30/40
Know Your Money	Excellent	21	2/ 3/40
Pound Foolish	Excellent	20	1/20/40
Soak the Old	Very Good	20	9/28/40
Women in Hiding	Excellent	22	7/ 6/40

METROSCOPIX (1)—NOT MADE

CAREY WILSON MINIATURES (9)

Ashcan Fleet	Excellent	11	10/ 7/39
Door Will Open	Unusual	11	3/30/40
Failure at Fifty	Excellent	10	10/28/39
Mendelssohn's Wedding March	For Romanticists	11	11/25/39
Miracle at Lourdes	Excellent	11	1/20/40
Old South	Interesting	10	2/ 3/40
Rumba Rhythm	Entertaining	10	9/ 2/39
Servant of Mankind	A Trailer	9	6/ 1/40
Where Turf Meets Surf	Fair	10	2/ 3/40

OUR GANG (8)

Alfalfa's Double	Chucklesome	11	2/ 3/40
All About Hash	Fair	11	6/ 1/40
Big Premiere	Poor	10	3/30/40
Bubbling Troubles	Has Laughs	11	7/ 6/40
Captain Spanky's Showboat	Funny	10	10/14/39
Dad For a Day	Good	11	11/25/39
New Pupil	Poor	11	4/27/40
Time Out for Lessons	Fair	11	12/23/39

JOHN NESBITT PASSING PARADE (8)

Baron and the Rose	Excellent	11	9/28/40
Dreams	Interesting	10	12/ 7/40
Forgotten Victory	Interesting	9	12/30/39
Hidden Master	Fair	10	4/27/40
Trifles of Importance	Very Good	10	7/27/40
Utopia of Death	Interesting	10	11/ 9/40
Way in the Wilderness	Fine	10	7/ 6/40
XXX Medico	Excellent	10	4/27/40

PETE SMITH SPECIALTIES (13)

Cat College	Excellent	10	7/27/40
Domineering Male	Excellent	10	3/30/40
Football Thrills of 1939	For Grid Fans	10	9/28/40
Let's Talk Turkey	Swell	10	11/25/39
Maintain the Right	Very Good	10	1/20/40
Please Answer	Very Good	9	9/ 7/40
Romance of the Potato	Good	9	12/23/39
Ski Birds	Excellent	8	11/25/39
Social Sea Lions	Novel	9	7/27/40
Spots Before Your Eyes	Excellent	10	6/ 1/40
Stuffie	Swell	11	3/ 9/40
What's Your I.Q.?	Good	7½	3/ 9/40
What's Your I.Q.? No. 2	Good	9	7/ 6/40

ROBERT BENCHLEY (4)

Day of Rest	Funny	10	10/28/39
Home Movies	A Howl	9	3/ 9/40
See Your Doctor	Very Funny	8	12/23/39
That Inferior Feeling	Excellent	10	1/20/40

SPECIAL SUBJECTS

Flags Speaks	A Must	19	5/ 4/40
Northward Ho!	A Trailer	9	3/ 9/40

FITZPATRICK TRAVELTALKS (12) (Tech.)

Calling on Colombia	Standard	8	4/27/40
Day on Treasure Island	Colorful	10	9/ 9/39
Land of Alaska Nellie	Good	10	1/27/40
Modern New Orleans	Interesting	9	6/ 1/40
Natural Wonders of Washington State	Okay	10	10/28/39
Night Descends on Treasure Island	Fair	9	3/ 9/40
Old Natchez	Good	9	2/ 3/40
Quaint St. Augustine	Charming	9	11/25/39
Seattle, Gateway to the Northwest	Standard	9	3/30/40
Sitka and Juneau	Interesting	9	4/27/40
Suva, Pride of Fiji	Pleasing	9	6/ 1/40
Valiant Venezuela	Standard	9	12/23/39

MGM 1940-41

	Comment	Running Time	Reviewed Issue Of
CARTOONS (18) (Tech.)			
Abdul the Bul-Bul Ameer		8	Not Rev.
Lonesome Stranger	Excellent	9	12/ 7/40
Mrs. Ladybug	Excellent	8	1/ 4/41
CRIME DOESN'T PAY (6)			
Eyes of the Navy	Excellent	22	10/19/40
Respect the Law	Very Good	20	2/ 1/41
You the People	Excellent	21	1/ 4/41
MINIATURES (10)			
Great Meddler	Very Good	10	1/ 4/41
Happiest Man on Earth	Unusual	10	2/ 1/41
Rodeo Dough	Very Good	10	12/ 7/40
OUR GANG (9)			
Baby Blues		10	Not Rev.
Fightin' Fools	Good Fun	10	2/ 1/41
Goin' Fishin'	Standard	10	11/ 9/40
Good Bad Boys	Good	11	9/ 7/40
Kiddie Cure	Good Gang	11	12/ 7/40
Waldo's Last Stand	Flimsy	10	11/ 9/40
PASSING PARADE (9)			
American Spoken Here	Excellent	10	12/ 7/40
PETE SMITH SPECIALTIES (14)			
Penny to the Rescue	Excellent	10	2/ 1/41
Quicker'n a Wink	Excellent	10	11/ 9/40
Quiz Biz		10	Not Rev.
Sea For Yourself	Holds Interest	10	1/ 4/41
Wedding Bills	Very Good	10	12/ 7/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
Alluring Alaska		10	Not Rev.
Beautiful Bali	As Usual	10	12/ 7/40
Capital City	Fair	9	9/ 7/40
Cavalcade of San Francisco	Too Late	9	9/28/40
Glimpses of Kentucky		10	Not Rev.
Glimpses of Washington State		10	Not Rev.
Haiti, Land of Dark Majesty		10	Not Rev.
Mediterranean Ports of Call	Out-dated	10	2/ 1/41
Old New Mexico	Fair	10	11/ 9/40
Old New Orleans	As Usual	10	1/ 4/41
Red Men on Parade		10	Not Rev.
Yosemite the Magnificent		10	Not Rev.

PARAMOUNT 1939-40

	Comment	Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)			
Ants in the Plants	Good	7	3/23/40
Fresh Vegetables Mystery	Clever	7	10/21/39
Snubbed by a Snob	Cute	7	5/18/40
Kick in Time	Good	7	2/24/40
Little Lambkin	Cute	7	8/17/40
You Can't Shoe a Horsefly	Cute	7	8/24/40
COLOR CRUISES (7)			
Argentina		10	Not Rev.
Chile	Fair Travelogue	10	12/16/39
Cuba		10	Not Rev.
Ecuador	Fair	10	9/16/39
Isle of Columbus		10	Not Rev.
Pacific Paradise	Interesting	10	7/13/40
Peru	Average	10	10/21/39
HEADLINERS (10)			
Artie Shaw's Class in Swing	For Swing Fans Only	10	8/26/39
Blue Barron & Orch	Good	10	6/ 8/40
Frankie Masters and His Orchestra	Entertaining	11	1/20/40
Have You Met Yvette?	Good	10	5/ 4/40
Here's Hal	Average Band Number	10	12/16/39
Jimmy Dorsey & Orch	Snappy	10	2/24/40
Moments of Charm of 1940	Very Good	11	11/ 4/39
George Olsen and His Music	Peppy	10	3/23/40
Ted Flo Rito & Orch	Good	11	11/11/39
Pinky Tomlin & Orch	Entertaining	11	8/17/40
PARAGRAPHICS (10)			
Bits of Life	Misses Fire	11	12/16/39
Busy Little Bears	Splendid	10	11/11/39
Dangerous Dollars	Informative	11	7/13/40
Not So Dumb	Excellent	10	3/23/40
Pictorial	Interesting	10	2/24/40
Pictorial No. 2	Satisfactory Filler	10	8/24/40
Public Hobby No. 1	Stamp-endous	10	9/ 2/39
Sugar Wind	Good	10	2/ 3/40
Television Preview	Interesting	10	5/18/40
Touchdown Review	Good Resume	10	1/27/40
POPEYE (12)			
Doing Impossikible Stunts	Good	7	8/17/40
Females Is Fickle	Good	7	3/23/40
Fightin' Pals		7	Not Rev.
Me Feelin's Is Hurt	Fair	7	5/ 4/40
Never Sock a Baby	Good	6	11/18/39
Nurse Mates	Fair	7	7/13/40
Onion Pacific	Satisfactory	7	6/ 8/40
Puttin' On the Act	Poor	7	8/24/40
Shakespearian Spinach	Funny	7	2/ 3/40
Stealin' Ain't Honest	Average	7	5/ 4/40
Wimmin Hadn't Oughta Drive	Excellent	7	8/24/40
Women Is a Myskery	Funny	7	6/ 8/40
POPULAR SCIENCE (6)			
No. 1	Very Good	10	9/23/39
No. 2	Very Interesting	10	11/25/39
No. 3	Interesting	10	1/27/40
No. 4	Exceptionally Interest'g	10	2/24/40
No. 5	Very Good	10	5/ 4/40
No. 6	Good	11	7/13/40

PARAMOUNT 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
SPORTLIGHTS (13)			
Aqua-Rhythm	Good	10	11/18/39
Blue Streak	Excellent	10	5/ 4/40
Bowling Skill	Very Good	10	2/ 3/40
Catching Whoppers	Thrilling	10	9/23/39
Cradle of Champions	Excellent	10	6/15/40
Dog Is Born	Excellent	10	11/ 4/39
Desert Adventure	Excellent	10	9/23/39
Human Fish	Excellent	10	2/24/40
Hydro-Maniacs	Exciting	10	8/26/39
Judo Experts	Excellent	10	1/20/40
Playmates of the Wild	Unique	10	5/18/40
Sink or Swim	Very Good	10	7/13/40
Two of a Kind	Fine	10	3/23/40
STONE AGE CARTOONS (12)			
Foul Ball Player	Fair	7	6/ 8/40
Fulla Bluff Man	Fair	7	8/24/40
Granite Hotel	Good	7	5/18/40
Springtime in the Rockage		7	Not Rev.
Ugly Dino	Cute	7	7/13/40
Pedagogical Institution		7	Not Rev.
Way Back When a Nag Was Only a Horse	Okay	7	3/23/40
Way Back When a Night Club Was a Stick		7	Not Rev.
Way Back When a Razzberry Was a Fruit	Fair	7	8/16/40
Way Back When a Triangle Had Its Points	Fair	7	2/24/40
Way Back When Women Had Their Weigh		7	Not Rev.
Wedding Belts		7	Not Rev.
SYMPHONIC (3)			
Blue Danube Waltz	Glorious Music	10	10/21/39
Merry Wives of Windsor	For Music Lovers	9	11/11/39
William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	11	10/14/39
No. 2	Fairly Interesting	11	12/16/39
No. 3	Good	11	2/ 3/40
No. 4	Interesting	10	5/ 4/40
No. 5	Good	10	5/18/40
No. 6	Interesting	10	8/16/40

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	Comment	Running Time	Reviewed Issue Of
ANIMATED ANTICS (10)			
Bring Himself Back Alive	Good	7	12/21/40
Dandy Lion	Poor	7	10/ 5/40
Mommy Loves Poppy	Average	7	11/23/40
Sneak, Snoop and Snitch	Fair	7	11/23/40
Wild Oysters		7	Not Rev.
FASCINATING JOURNEYS (6) (Tech.)			
River Thames—Yesterday	Beautiful	10	11/23/40
Sacred Ganges	Dull	10	1/25/41
Village in India		10	Not Rev.
GABBY CARTOONS (8) (Tech.)			
All's Well	Silly	7	1/18/41
Constable	Satisfactory	7	11/23/40
King For a Day	Fair	7	10/26/40
Two for the Zoo		7	Not Rev.
HEADLINERS (8)			
Gene Krupa & Orch		10	Not Rev.
Listen to Larry	Satisfactory	10	11/ 2/40
Johnnie Messner & Orch	Fair	11	12/21/40
Moments of Charm of 1941 (Tech.)	Pretty	10	10/ 5/40
MADCAP MODELS (6) (Tech.)			
Dipsy Gipsy		9	Not Rev.
Western Daze	Novel	9	1/11/41
PARAGRAPHICS (6)			
Breezy Little Bears	Excellent	10	1/18/41
Nature's Nursery	Excellent	10	11/ 2/40
Quiz Kids		10	Not Rev.
Seeing Is Believing	Fair	11	12/ 7/40
POPEYE (12)			
Eugene, the Jeep	Funny	7	12/ 7/40
My Pop, My Pop	Amusing	7	11/ 2/40
Popeye Meets William Tell	Funny	7	10/ 5/40
Problem Pappy	Fair	7	1/25/41
Quiet Pleeze		7	Not Rev.
With Poopdeck Pappy	Entertaining	7	12/ 7/40
POPULAR SCIENCE (6)			
No. 1	Good	10	10/ 5/40
No. 2	Interesting	10	11/23/40
No. 3	Interesting	10	12/21/40
No. 4		10	Not Rev.
ROBERT BENCHLEY (4)			
Trouble With Husbands	Great Fun	11	11/16/40
Waiting For Baby		10	Not Rev.
SPECIAL CARTOON (1) (Tech.)			
Raggedy Ann	Very Good	19	12/21/40
SPORTLIGHTS (13)			
Acrobatic Aces	Excellent	10	1/25/41
Canine Sketches		10	Not Rev.
Diving Demons	Beautiful Diving	10	10/ 5/40
Feminine Fitness	Very Good	10	12/21/40
Marine Round-up	Excellent	10	12/ 7/40
Motorcycle Stunting	Thrills Aplenty	10	11/23/40
Sporting Everglades	Very Good	10	10/26/40
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	10	10/ 5/40
No. 2	Interesting	10	12/ 7/40
No. 3		10	Not Rev.

RKO-RADIO 1939-40

	Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
Bill Poster	Very Good	8	5/25/40
Bone Trouble		9	Not Rev.
Donald's Dog Laundry	Very Funny	8	5/25/40
Donald's Vacation	A Scream	8	8/10/40
Fire Chief	Good	8	12/14/40
Goofy's Glider	Excellent	8	12/14/40
Mr. Duck Steps Out	Swell	8	5/25/40
Mr. Mouse Takes a Trip	Excellent	8	11/16/40
Officer Duck	A Scream	8	9/16/39
Pantry Pirate	Very Good	8	2/ 1/41
Pluto's Dream House	Excellent	8	9/14/40
Pluto's Playmate		8	Not Rev.
Put-Put Troubles		7	Not Rev.
Riveters	A Howl	7	5/25/40
Timber		8	Not Rev.
Tugboat Mickey	Excellent	8	5/25/40
Window Cleaners	A Scream	8	10/19/40
EDGAR KENNEDY (6)			
Act Your Age	Extremely Funny	18	10/ 7/39
Kennedy the Great		19	Not Rev.
Mutiny in the County		17	Not Rev.
Slightly at Sea		16	Not Rev.
'Taint Legal		16	Not Rev.
INFORMATION PLEASE (13)			
No. 1 (Rex Stout)	Like Radio Program	11	9/30/39
No. 2 (Gene Tunney)	Entertaining	10	10/28/39
No. 3 (C. B. Kelland)	Entertaining	10	11/18/39
No. 4 (Deems Taylor)	Very Good	11	12/23/39
No. 5 (Chris. Morley)	Good	11	2/10/40
No. 6 (Gene Tunney)	Very Good	10	2/17/40
No. 7 (C. B. Kelland)	Entertaining	11	4/ 6/40
No. 8 (Ruth Gordon)	Excellent	10	4/13/40
No. 9 (Elmer Davis)	Excellent	11	4/27/40
No. 10 (Deems Taylor)	Good	11	6/15/40
No. 11 (Chris. Morley)	Entertaining	11	6/15/40
No. 12 (Wendell Willkie)	Willkie Appeal	10	7/13/40
No. 13 (Elmer Davis)	Amusing	9	8/10/40
LEON ERROL (6)			
Bested By a Beard		20	Not Rev.
Scrappily Married		20	Not Rev.
Truth Aches		19	Not Rev.
Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)			
Canada at War	Interesting	18	3/ 9/40
America's Youth—1940	Satisfactory	19	4/13/40
Philippines	Interesting	19	5/11/40
U. S. Navy	Good	19	6/ 8/40
Spoils of Conquest	Good	17	8/10/40
Gateway to Panama	Okay	20	8/24/40
RADIO FLASH (8)			
Blamed For a Blonde	Very Funny	19	10/ 7/39
Chicken Feed		18	Not Rev.
Coat Tales		18	Not Rev.
Goodness a Ghost		16	Not Rev.
Twincuplets		20	Not Rev.
RAY WHITLEY (8)			
Bandits and Ballads		17	Not Rev.
Coralling a School Marm	Good	20	8/10/40
Cupid Rides the Range	Very Good	18	9/16/39
Molly Cures a Cowboy		19	Not Rev.
REELISMS (13)			
Acres of Plenty	Very Good	9	11/ 4/39
Air Army	Timely	9	4/27/40
American Royal	Excellent	9	11/18/39
Hats		9	Not Rev.
Men of Muscle	Good	9	2/10/40
Navajoland	Very Good	10	2/10/40
Nevada Unlimited	Interesting	9	9/30/39
Siege	Startling	10	2/10/40
Stray Lamb	Unusual	8	6/15/40
Streamlined	Excellent	9	8/10/40
Vacation Diary	Exhilarating	10	2/17/40
Week End		9	Not Rev.
West Wall	Informative	10	12/23/39
SPORTSCOPES (13)			
Aquapoise	Swell	9	2/10/40
Arrow Points	Good Archery	8	9/14/40
Court Favorites	Interesting	10	4/27/40
Flycasting	Interesting	9	4/ 6/40
Gun Play	Fair	9	9/30/39
Hunting Hounds	Very Interesting	9	11/ 4/39
Hurdle Hoppers	Splendid	9	6/15/40
Ice Cutters	Good	9	11/ 4/39
Pennant Chasers	For Baseball Fans	9	4/ 6/40
Silent Wings	Interesting	10	6/15/40
Sky Game	Excellent	9	12/23/39
Trouble Shooter	For Golfers	9	9/14/40
Winter Playground	Splendid	9	12/ 9/39

1940-41

	Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
EDGAR KENNEDY (6)			
Drafted in the Depot		19	Not Rev.
Mad About Moonshine		19	Not Rev.
Sunk by the Census	Funny	18	9/14/40
Trailer Tragedy	Funny	17	10/19/40
INFORMATION PLEASE (13)			
No. 1 (Anna Neagle)	Excellent	11	9/14/40
No. 2 (Ruth Gordon)	Good	10	10/19/40
No. 3 (Allee Marble)	Swell As Usual	10	11/16/40
No. 4 (Louis Bromfield)	Excellent	11	12/14/40
No. 5 (Wendell Willkie)	Good	10	2/ 1/41

RKO-RADIO 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of
LEON ERROL (6)			
Fired Man	Mildly Amusing	20	2/ 1/41
He Asked for It	Very Funny	18	9/14/40
Tattle Talevision	Funny	19	11/16/40
MARCH OF TIME (13)			
On Foreign Newsfronts	Fair	19	9/21/40
Britain's R.A.F.	Very Informative	18	10/ 5/40
Mexico	Timely and Informative	19	10/26/40
Arms and the Men—U.S.A.	Timely	19	11/23/40
Labor and Defense—1941	Excellent	19	12/21/40
Uncle Sam—Non-Belligerent	Excellent	19	1/18/41
RAY WHITLEY (4)			
Bar Buckaroos	Good	16	11/16/40
Prairie Spooners		13	Not Rev.
PICTURE PEOPLE (13)			
No. 1	Interesting	10	9/14/40
No. 2	Good	9	10/19/40
No. 3	Night Club Plug	10	11/16/40
No. 4	Good	10	12/14/40
No. 5	Fair	10	2/ 1/41
SPECIAL SUBJECT			
Growing Up (Quins) 18	Wide Appeal	18	12/14/40
SPORTSCOPES (13)			
Kentucky Royalty	For Horse Lovers	9	10/19/40
Mat Men		9	Not Rev.
Quail Quest	Good	9	9/14/40
Snow Eagles	Excellent	9	2/ 1/41
Snow Fun	Exhilarating	9	12/14/40
Sportsman's Partner	For Dog Lovers	9	11/16/40

REPUBLIC

MEET THE STARS (12)			
Baby Stars	Excellent	10	2/ 1/41
Chinese Garden Festival	Good Starter	10	12/21/40

20th CENTURY-FOX 1939-40

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Conquering the Colorado	Exciting	11	8/19/39
Filming the Fleet	Exceptional	10	9/23/39
Sky Fighters	Excellent	10	12/ 9/39
Sanctuary of Seals	Unique	10	6/ 8/40
DRIBBLE PUSS PARADE—LEW LEHR (6)			
Cheerio My Dears		9	Not Rev.
Labor Savers	Amusing	9	3/30/40
Monkeys Is the Cwaziest People	Riot of Laughs	10	9/30/39
Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)			
For Going Places	Natural For Women	10	9/23/39
For Outdoors	Excellent	10	3/30/40
For Play Hours	Excellent	10	2/24/40
No. 8		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Aghileen Pinnacles	Excellent	11	10/14/39
Birthplace of Icebergs	Remarkable	11	8/19/39
Climbing the Spirit's Home	Interesting	10	3/30/40
Evergreen Empire	Interesting	10	9/23/39
Flying Stewardess		10	Not Rev.
Isles of the East	Excellent	9	6/ 1/40
Kangaroo Country	Interesting	10	12/ 9/39
Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)			
Action on Ice		10	Not Rev.
Big Game Fishing	Exciting	10	9/16/39
Clocking the Jockeys	Interesting	11	10/14/39
Following the Hounds	Outstanding (Tech.)	10	2/24/40
Over the Seven Seas	Fine	10	3/30/40
Top Notch Tennis	Good	10	2/24/40
TERRYTOONS (26) (10 in Tech.)			
All's Well That Ends Well	Fair	7	4/ 6/40
Catnip Capers	Good	7	6/ 8/40
Dog in a Mansion	Good	7	2/24/40
Edgar Runs Again	Very Good	7	2/24/40
First Robin (Tech.)		7	Not Rev.
Golden West	Clever	7	8/19/39
Hare and Hounds		7	Not Rev.
Harvest Time	Clever	7	2/24/40
Hitch-Hiker		7	Not Rev.
Hook, Line and Sinker (Tech.)		7	Not Rev.
Ice Pond		7	Not Rev.
It Must Be Love		7	Not Rev.
Just a Little Bull (Tech.)		7	Not Rev.
Love in a Cottage		7	Not Rev.
Much Ado About Nothing	Good	7	4/ 6/40
One Mouse in a Million	Fair	7	12/ 9/39
Orphan Duck (Tech.)	Diverting	7	10/14/39
Professor Offkeyski	Good	7	6/ 1/40
Rover's Rescue		7	Not Rev.
Rupert the Runt		7	Not Rev.
Sheep in the Meadow	Satisfactory	7	10/14/39
Swiss Ski Yodelers	Clever	7	6/ 1/40
Two Headed Giant (Tech.)	Good	7	8/19/39
Watch Dog		7	Not Rev.
Wicky Wacky Romance	Very Good	7	12/ 9/39
Wot's All the Shootin' Fer		7	Not Rev.

20th CENTURY-FOX 1940-41

ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Midget Motor Mania	Unusual	10	10/12/40
Modern Highway		10	Not Rev.
Training Police Horses	Excellent	10	2/ 8/41
FASHION FORECASTS (4) (Tech.) ANNOUNCED—NOT MADE			
LEW LEHR COMEDIES (4)			
Grunters and Groaners	Tiresome	10	8/10/40
Tale of Butch the Parrot		10	Not Rev.
MAGIC CARPET OF MOVIETONE (8)			
Eskimo Trails	Enlightening	10	8/10/40
Isle of Mystery		10	Not Rev.
Land of Flowers (Tech.)	Colorful	9	8/10/40
Old Dominion State	Very Good (Tech.)	10	11/30/40
Spotlight on Indo-China		16	Not Rev.
RIPLEY'S BELIEVE IT OR NOT (4)			
Acquitted by the Sea	Excellent	10	10/12/40
SPORTS REVIEWS—THORGERSEN (6) (3 in Tech.)			
Bowling for Strikes	Great for Bowlers	10	10/12/40
Lure of the Trout (Tech.)	For Fly Casters	10	11/30/40
Rodeo Goes to Town	Good	10	2/ 8/41
Symphony in Snow		10	Not Rev.
Vacation Time (Tech.)	OK	8	8/10/40
TERRYTOONS (26) (13 in Tech.)			
Bill Mouse's Akwakade (Tech.)	Excellent	7	8/10/40
Club Life in the Stone Age		7	Not Rev.
Hairless Hector		7	Not Rev.
Happy Haunting Grounds		7	Not Rev.
Home Guard (Tech.)		7	Not Rev.
How Wet Was My Ocean (Tech.)	Excellent	7	10/12/40
Landing of the Pilgrims (Tech.)	Good Now	7	11/30/40
Lucky Duck (Tech.)		7	Not Rev.
Mississippi Swing (Tech.)	Rhythmic	7	2/ 8/41
Magic Pencil	Poor	7	12/ 7/40
Plane Goofy (Tech.)	Fair	7	12/ 7/40
Snow Man		7	Not Rev.
Temperamental Lion (Tech.)		7	Not Rev.
Touchdown Demons	Amusing	7	10/ 5/40
What a Little Sneeze Can Do		7	Not Rev.
When Knights Were Bold		7	Not Rev.

UNIVERSAL 1939-40

CARTUNES (13) WALTER LANTZ (Tech.)			
A-Haunting We Will Go	Pretty Good	7	7/15/39
Andy Panda Goes Fishing	Fair	9	2/10/40
Kittens' Mittens	Good	9	2/24/40
Life Begins For Andy Panda	Amusing	9	9/30/39
100 Pygmies and Andy Panda	Good	7½	5/11/40
Scrambled Eggs	Cute	8	12/30/39
Sleeping Princess	Good Fun	7	12/ 2/39
Tom Thumb, Jr.	Cute	8	4/ 6/40
GOING PLACES (15)			
Man-Made Jungle (66)		10	Not Rev.
In The Heart of Africa (67)	Very Good	9	10/21/39
Funny Birds—Here And There (68)	Excellent	9	10/21/39
Playground Of The Antilles (69)	Interesting	9	12/23/39
Delicacy On A Half Shell (70)	Very Good	9	12/30/39
Strange American Animals (No. 71)	Interesting	9	2/10/40
Rhodesia (No. 72)	Good	9	4/ 6/40
Working On The Railroads — The Country Goes To The Dogs (73)	Excellent	9	3/30/40
Barbados (No. 74)	Interesting	9	4/20/40
Death Valley (No. 75)	Fascinating	10	4/20/40
Pretzels—Goat Farms (76)	Good	9	5/11/40
Parlor Buckaroos (77)	Interesting	10	6/22/40
Curacao (No. 78)	Timely	9	6/22/40
Coast Of Curiosities (79)		9	Not Rev.
Down El Paso Way (80)		10	Not Rev.
MUSICALS (13)			
Boy Meets Joy	Good Diversion	20	9/ 2/39
Bullets and Ballads	Good	18	2/17/40
Folies Parisienne	Just Fair	18	4/20/40
Honolulu Bound		18	Not Rev.
I Dream of Jeannie with the Light Brown Hair	Fair	17	9/21/40
International Revels	Okay Filler	18	4/ 6/40
Naughty Nineties	Pleasing	18	6/22/40
Rhythm Jamboree	Fair Vaudeville	18	2/10/40
Rhumba Land	Good Vaudeville	18½	12/ 2/39
Snow Follies	Light Fare	19	12/30/39
Swing Hotel	Diverting	17	10/21/39
Swingin' in the Barn	Rustic Rhythm	19	6/22/40
Varsity Vanities	Swing Session	18	8/ 3/40
SPECIAL SUBJECT (1)			
March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)			
No. 66	Very Good	10	9/23/39
No. 67	Good	10	10/21/39
No. 68	Interesting	9	10/21/39
No. 69	Good	9	12/23/39
No. 70	Average	9	12/23/39
No. 71	Good	9	2/ 3/40
No. 72	Average	9	4/ 6/40
No. 73	Interesting	9	4/ 6/40
No. 74	Good	9	4/20/40
No. 75	Good	9	4/20/40
No. 76	Good	9½	5/11/40
No. 77	Good	9	6/22/40
No. 78	Average	9	6/22/40
No. 79		9	Not Rev.
No. 80		9	Not Rev.

UNIVERSAL 1940-41

CARTOONS (13) (Tech.)			
Crazy House	Satisfactory	8	10/12/40
Knock, Knock	Very Good	8	11/30/40
Mouse Trappers	Amusing	7	2/ 8/41
Recruiting Daze	Fair	8	11/ 2/40
Syncopated Sioux	Clever	7	12/28/40
GOING PLACES (15)			
No. 81 (Coast Guard)	Interesting	10	9/21/40
No. 82 (Sun Valley)	Good	10	10/12/40
No. 83 (Arizona)	Interesting	10	10/12/40
No. 84 (Melting Pot of the Caribbean)	Good	10	12/28/40
No. 85 (Hunting on Top of the World)	Fascinating	9	12/28/40
No. 86 (South of the Border)		10	Not Rev.
No. 87		10	Not Rev.
No. 88		10	Not Rev.
MUSICALS—TWO REEL (13)			
Bagdad Daddy	Very Good	18	2/ 8/41
Beat Me Daddy-Eight to the Bar		17	Not Rev.
Class in Swing	Good Variety	16	10/12/40
Congamania	Latin Liveliness	20	11/30/40
Tickled Pinky	Rustic Rhythm	18	1/ 4/41
Torrid Tempos	Entertaining	18	11/30/40
SPECIAL SUBJECT (1)			
Swing with Bing	Excellent	18	4/13/40
STRANGER THAN FICTION (15)			
No. 81	Good	9	9/21/40
No. 82	Average	9	10/12/40
No. 83	Average	9	10/12/40
No. 84	Good	9	11/30/40
No. 85	Excellent	9	12/28/40
No. 86	Up to Par	9	2/ 8/41
No. 87		9	Not Rev.
No. 88		9	Not Rev.

VITAPHONE-WARNER BROS. 1939-40

BROADWAY BREVITIES (10)			
Alex in Wonderland		20	Not Rev.
Double or Nothing	Amusing	20	2/17/40
Ice Frolics	Entertaining	20	9/30/39
One for the Book	Entertaining	20	12/30/39
Public Jitterbug No. 1		18	Not Rev.
Remember When	Swell Entertainment	20	9/ 2/39
Slapsie Maxie's	Perfect Clowning	17	8/26/39
Spills for Thrills	Excellent	19	7/ 6/40
World's Fair Junior	Just Fair	20	11/ 4/39
Young America Flies	Excellent	22	7/27/40
COLOR PARADE (10)			
American Saddle Horses	Interesting	10	11/25/39
Famous Movie Dogs	Excellent	10	7/27/40
Gun Dog's Life	Sure to Please	10	5/18/40
Mechanix Illustrated #1	Good	10	9/ 2/39
Mechanix Illustrated #2		10	Not Rev.
Mechanix Illustrated #3	Interesting	10	2/17/40
Mechanix Illustrated #4	Interesting	10	6/15/40
Men Wanted	Interesting	10	4/13/40
New Horizons	Good	10	12/30/39
The Valley	Interesting	10	7/ 6/40
FEATURETS (Tech.) (8)			
Cinderella's Feller	Excellent	16	6/15/40
Monroe Doctrine	Excellent	16	10/28/39
Old Hickory	Outstanding	17	12/30/39
Pony Express Days	Excellent	19	7/ 6/40
Royal Rodeo	Entertaining	15	11/25/39
Service with the Colors	Sure-Fire	20	8/31/40
Singing Dude	Excellent	18	4/13/40
Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)			
Africa Squeaks	Hilarious	7	2/24/40
Ali Baba Bound		7	Not Rev.
Chewin' Bruin	Amusing	7	6/15/40
Film Fan	Excellent	7	6/40
Jeepers Creepers	Funny	7	10/ 7/39
Naughty Neighbors	Good	7	11/ 4/39
Patient Porky	Good Diversion	7	8/31/40
Pied Piper Porky	Good	7	11/25/39
Pilgrim Porky	Clever	7	4/13/40
Porky's Baseball Broadcast	Funny	7	7/ 6/40
Porky's Hotel	Good	7	9/ 2/39
Porky's Last Stand		7	Not Rev.
Porky's Pony Express		7	Not Rev.
Porky's Poor Fish		7	Not Rev.
Porky the Giant Killer		7	Not Rev.
Slap Happy Pappy		7	Not Rev.
You Ought to Be In Pictures	Novel	7	5/18/40
MELODY MASTERS (10)			
Dave Apollon	Average Musical	10	2/24/40
Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
Dipsy Doodler	Swingy	10	5/18/40
Woody Herman		10	Not Rev.
Vincent Lopez	Lively	10	9/23/39
Ozzie Nelson	Good	10	6/15/40
Romance in Rhythm	Satisfactory	10	4/13/40
Rubinoff and Orch	Good	10	11/ 4/39
Swing Styles	Good	10	8/26/39
Symphony of Swing	Satisfactory	10	12/ 2/39

VITAPHONE 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
MERRIE MELODIES (26) (Tech.)			
Bears' Tale		7	Not Rev.
Busy Bakers		7	Not Rev.
Ceiling Hero		7	Not Rev.
Circus Today	Clever	7	7/ 6/40
Confederate Honey		7	Not Rev.
Cross Country Detours	A Knockout	7	4/13/40
Curious Puppy		7	Not Rev.
Early Worm Gets the Bird		7	Not Rev.
Egg Collector		7	Not Rev.
Elmer's Candid Camera		7	Not Rev.
Fagin's Freshmen	Amusing	7	11/25/39
Fresh Fish	Swell	7	11/ 4/39
Gander at Mother Goose	Good	7	5/18/40
Ghost Wanted	Amusing	7	10/26/40
Good Egg		7	Not Rev.
Hardship of Miles Standish		7	Not Rev.
Land of the Midnight Fun	Superb	7	9/23/39
Little Blabbermouse	Amusing	7	8/ 3/40
Little Lion Hunter		7	Not Rev.
Mighty Hunters	Pleasing	7	2/17/40
Screwball Football	Swell Cartoon	7	12/30/39
Sioux Me	Clever	7	9/ 9/39
Sniffles and Bookworm	Cute	7	2/24/40
Sniffles Takes a Trip		7	Not Rev.
Tom Thumb in Trouble	Cute	7	6/15/40
Wild Hare		7	Not Rev.
SPECIAL RELEASE			
Cavalcade of Academy Awards	Fan Appeal	31	5/18/40
VITAPHONE VARIETIES (6)			
All Girl Revue		7	Not Rev.
No Parking	Fairly Funny	10	4/13/40
Organ Novelty	Fair	9	11/11/39
Radio and Relatives		10	Not Rev.
Sword Fishing	Exciting	10	10/ 7/39
Vote Trouble	Laughs	10	8/26/39

1940-41

BROADWAY BREVITIES (9)			
Alice in Movieland	Superlative	20	11/30/40
Dog In the Orchard	Meritorious	20	1/18/41
Just a Cute Kid		20	Not Rev.
Mack Sennett Revival		20	Not Rev.
Take the Air		20	Not Rev.
ELSA MAXWELL COMEDIES (3)			
Lady and the Lug		19	Not Rev.
Riding Into Society	T'Ain't Funny	19	8/31/40
Throwing a Party		20	Not Rev.
HOLLYWOOD NOVELTIES (10)			
Boar Hunt		10	Not Rev.
History Repeats Itself	Good	10	9/30/39
Football Highlights	Rockne Build-up	10	8/31/40
Mexican Jumping Beans	Very Good	10	11/30/40
Shark Hunting	Exciting	10	8/ 3/40
LOONEY TUNES (16)			
Calling Dr. Porky		7	Not Rev.
Haunted Mouse		7	Not Rev.
Joe Glow the Firefly		7	Not Rev.
Pre-Historic Porky	Clever	7	11/ 2/40
Porky's Bear Facts		7	Not Rev.
Porky's Hired Hand	Good	7	12/28/40
Porky's Snooze Reel		7	Not Rev.
Sour Puss	Satisfactory	7	11/30/40
Timid Toreador	Good	7	1/18/41
MELODY MASTERS (10)			
Cliff Edwards and His Buckaroos		10	Not Rev.
Henry Busse & Orch.	Good	10	11/30/40
Skinny Ennis & Orch.	Good	10	12/28/40
Jan Garber & Orch.		10	Not Rev.
Matty Malneck	Snappy	10	8/ 3/40
Freddie Martin & Orch.		10	Not Rev.
Joe Reichman & Orch.	Excellent	10	11/ 2/40
MERRIE MELODIES (26) (Tech.)			
Bed Time for Sniffles		7	Not Rev.
Cat's Tale		7	Not Rev.
Crackpot Quail		7	Not Rev.
Elmer's Pet Rabbit	Funny	7	12/28/40
Fighting 69½	Good	7	1/18/41
Good Night Elmer		7	Not Rev.
Goofy Groceries		7	Not Rev.
Holiday Highlights	Swell Satire	7	11/ 2/40
Malibu Beach Party	Grade A	7	8/31/40
Of Fox and Hound		7	Not Rev.
Shop, Look and Listen	Good	7	12/28/40
Sniffles Bells the Cat		7	Not Rev.
Stage Fright	Satisfactory	7	10 26 40
Tortoise Beats the Hare		7	Not Rev.
Toy Trouble		7	Not Rev.
Wacky Wildlife	Funny	7	12/ 7/40
TECHNICOLOR SPECIALS (6)			
Flag of Humanity	Splendid	20	10/26/40
March on Marines	Excellent	20	12/28/40
Meet the Fleet	Excellent	20	1/18/41
Wings of Steel		20	Not Rev.
SPECIAL SUBJECTS			
Christmas Under Fire	Heart Appeal	10	1/18/41
London Can Take It	Powerful	10	10/26/40
SPORTS PARADES (10)			
California Thoroughbreds	Interesting	10	12/28/40
Diary of a Racing Pigeon	Interesting	10	12/ 7/40
Dogs You Seldom See	Good Novelty	10	8/31/40
Fight, Fish, Fight		10	Not Rev.
Fly Fishing	For Anglers	10	10/26/40

MISCELLANEOUS

	Comment	Running Time	Reviewed Issue Of
Aida (Guaranteed)	For Music Lovers	9	5/11/40
Ave Maria (Malchain)	Impressive	10	7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	11/ 4/39
In the Bank (King of Comedy Pictures)	Still Good	19	11/16/40
Memory Lingers On No. 2 (Progress)	Excellent	10	8/ 5/39
Norway's Fate (Hoffberg)	Fair	10	5/18/40
On the Trail of the Tarpon (N. Y. Zoological Society)	Thrilling	11	1/13/40
Paper Hanger (King of Comedy Pictures)	Delightful	19	3/ 2/40
Rembrandt (Malchain)	Fascinating	11	7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	7/ 1/39
Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1939-40

Dist and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
Deadwood Dick	15 Chaps.	7/20/40
Green Archer	15 Chaps.	11/ 2/40
The Shadow	15 Chaps.	1/13/40
Terry and the Pirates	15 Chaps.	4/20/40

SERIALS 1939-40 (Cont.)

Dist and Title	No. Chaps.	Reviewed Issue of
REPUBLIC		
Adventures of Red Ryder	12 Chaps.	6/15/40
Dick Tracy's G-Men	15 Chaps.	6/10/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39
Winners of the West	15 Chaps.	5 11 '40

1940-41

Dist and Title	No. Chaps.	Reviewed Issue of
REPUBLIC		
King of the Royal Mounted	12 Chaps.	8/17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40

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KEEP SELLING!

KEEP SELLING!



• A lot of successful theatre men who have been through the mill in good times and bad . . . have arrived at this unwritten law that could easily be the keynote of any book on showmanship worthy of the name:

• That unwritten law is this simple statement: KEEP SELLING . . . KEEP SELLING . . . KEEP SELLING. And SELLING in the showman's book means "advertising". Paid advertising . . . publicity . . . exploitation and above all DISPLAY ADVERTISING. In your lobby . . . under your marquee . . . on your . . . screen . . . on your outdoor poster spots.

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SHOWMEN'S TRADE REVIEW

FILE

FILE

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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B. G. (Buddy) De Sylva

Vol. 34 No. 4

February 15
1941

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CENTRAL SERIAL RECORD
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"I CANNOT TELL A LIE!"

On Washington's Birthday
I'm going to chop down your
old box-office records with



"ANDY HARDY'S PRIVATE SECRETARY"

The Best Yet and that means TERRIFIC!

(and just perfect for Washington's Birthday booking!)

with Lewis Stone, Mickey Rooney, Fay Holden, Ann Rutherford, Sara Haden, Ian Hunter, Gene Reynolds and Kathryn Grayson • Screen Play by Jane Murfin and Harry Ruskin • Directed by George B. Seitz • A Metro-Goldwyn-Mayer Picture

The Editorial Page

Keep A Reserve

A lot of theatremen, independent and circuit alike, believe there will be a mild form of product shortage during the period of about June 1st to Sept. 1st.

From our own observations and conversations with various sales executives we are somewhat of the same opinion. Which, from time to time, has prompted our suggestion that theatremen watch availabilities closely, especially as they get into their spring bookings and, if possible, to play the stronger product single, if they are in double feature territories, or if now operating on a single bill policy, to extend runs by one or two days for this stronger product.

The machinery for the five-picture-sales may further slow up the buying processes and thus hold up availabilities.

Although the key city, first runs may have no trouble in this direction the other theatres may find it good business to heed this warning and to be guided accordingly.

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Blumberg Speaking . . .

"Exhibitors must realize that all we can do is make the finest pictures we know how, make them available when needed and inject them with box office appeal. After that, it is up to the exhibitor to make the public come to his theatre to see them. If there is a 'bottleneck' in this business today, it's in the theatre."

(Editor's Note: Exactly what we've been preaching for over eight years. Unless you put your best effort behind each worthwhile picture the producer's best effort has been dissipated.)

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Watch The Lawmakers

Many state legislatures are now hitting their stride and the usual flood of bills detrimental to theatremen begin to pop up for passage. In addition—and this year it is going to be worse than ever before—new tax measures are bound to involve theatres and admission prices.

No matter how careful the exhibitors have been in the past, they will have to be even more watchful this year to guard against passage of laws detrimental to their business.

Where no exhibitor organization exists, theatremen should get together and contribute to a reasonable fund to employ competent counsel or others to scrutinize each and every harmful bill and tax recommendation and to prepare a vigorous defense against such proposals.

Trade Paper Importance

The change-over to a new and radical selling system is not going to be confined to the buying and selling branches of the industry. Trade papers, too, will take on a more important meaning to thousands of theatremen who, under the new order, will have to depend on the information, production data and reviews more than ever before.

SHOWMEN'S TRADE REVIEW has earned an enviable reputation for its exhibitor service and the dependability of its reviews. Theatremen unable to attend the majority of the trade shows prescribed under the consent decree must of necessity depend upon the estimates as rendered by the trade paper or papers in which they have complete confidence.

We shall continue to be faithful to our trust. STR reviews will, as always, be written strictly from the theatreman's point of view and without fear or favor. Our obligation is to the thousands of theatremen who subscribe for this publication and to whom we are obligated to give facts about each and every picture.

We are only human and occasionally we may be found wrong in our judgment. But over any period of time you, the theatreman, will find STR reviews the most accurate and fact-revealing in the industry.

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Equipment To The Fore

At this writing equipment dealers take the spotlight. National Theatre Supply Company is concluding the most important of the organization's long-established annual meetings in New York. Earlier in the week the Theatre Equipment Dealers Protective Association, comprising independent dealers, met in Chicago.

Both conventions were timely. Vital matters affecting the important equipment branch of the industry call for concerted efforts of those—the dealers—who act as advisers between the theatres for whom the equipment is manufactured and the manufacturers who make the product. Problems arising from manufacturing and labor demands of the defense program require the best experience and intelligence of the able dealers to keep equipment up to date, as well as to facilitate delivery.

Theatremen, too, should hold a staff convention of their own on this same subject to determine the condition and status of their own apparatus to operate the house and to place their orders for new equipment or repairs before it gets too close for comfort.

—*"CHICK" LEWIS*

FEB 19 194

Measure Hits ASCAP, BMI

Gross Receipts of Sales In State Would Be Taxed

Minneapolis—A bill introduced in the Minnesota House of Representatives last week by C. G. Mann and E. J. Chilgren would hit both ASCAP and BMI. Under its terms, copyright owners would be prohibited from "combining in any manner within the state to issue blanket licenses for public performance for profit of their compositions on a blanket royalty or fee covering more than one or all of such compositions controlled by members of such association."

Gross receipts of all sales of both BMI and ASCAP within the state would be taxed, and both would be required to file with the secretary of state complete records of performing rights and a schedule of prices on all musical compositions each owns.

Meanwhile, it was reported this week that approval in principle of a proposed consent decree in the Government's anti-trust suit against ASCAP had been reached, with only a few points remaining to be agreed upon. At a meeting held Monday, the board decided to discontinue its Saturday night program, "ASCAP on Parade."

Should a consent decree be effected, it is likely that negotiations between ASCAP and the networks would be resumed.

PREVIEWS FLOP

Milwaukee—Although clicking in several spots around the state, 9 P.M. sneak previews have proved a bust here. The previews were tried out by both the Warner and Fox's Palace but failed to jell. Unnamed films were advertised in connection with the regular program.

Indie Group to Form at Albany

Will Probably Affiliate Itself With National Allied Unit

With a meeting scheduled to be held Monday at the DeWitt Clinton Hotel in Albany, an organization of independent exhibitors is slated to be formed. Leonard Rosenthal, exhibitor and attorney of Troy, called the session.

The Albany group, in all likelihood, will affiliate itself with the New York State Unit of National Allied, recently formed in New York City. Scheduled to follow the Albany get-together are other regional meetings for organization purposes. Max Cohen and Louis Guidel of Brooklyn, Bob Goldblatt of Tarrytown, and Sam Cornish of Harrison are members of the down-state unit who expect to attend.

Duals Win in Test

Stevens Point, Wis.—After a four-month trial, single features have been replaced at Fox's Lyric Theatre here by the former dual policy.

Nominees Listed By Academy

Ballots Issued to 12,000 Participating in Voting on Awards; Junior SAG Members to Vote on Acting Honors

Hollywood—Official announcement this week of the nominees set the stage for the big event of the Hollywood year when the Academy of Motion Picture Arts and Sciences bestows its annual awards at the Biltmore Bowl on Feb. 27.

With ballots having been issued Thursday, final voting is now under way. Approximately 12,000 are participating in the elections. Junior members of the Screen Actors Guild are eligible to vote on the acting awards as well as on that for the outstanding production of the year.

Best picture nominations were: "All This, and Heaven Too," "Foreign Correspondent," "The Grapes of Wrath," "The Great Dictator," "Kitty Foyle," "The Letter," "The Long Voyage Home," "Our Town," "The Philadelphia Story" and "Rebecca."

Nominations for the best actor's performance went to Charles Chaplin for "The Great Dictator," Henry Fonda for "The Grapes of Wrath," Raymond Massey for "Abe Lincoln in Illinois," Laurence Olivier for "Rebecca" and James Stewart for "The Philadelphia Story."

The five actresses nominated were Bette Davis for "The Letter," Joan Fontaine for "Rebecca," Katharine Hepburn for "The Philadelphia Story," Ginger Rogers for "Kitty Foyle" and Martha Scott for "Our Town."

Best direction nominations went to John Ford, "The Grapes of Wrath"; Sam Wood, "Kitty Foyle"; William Wyler, "The Letter"; George Cukor, "The Philadelphia Story," and Alfred Hitchcock, "Rebecca."

Supporting actor nominations went to Albert Basserman for "Foreign Correspondent"; Walter Brennan for "The Westerner"; William Gargan for "They Knew What They Wanted"; Jack Oakie for "The Great Dictator," and James Stephenson for "The Letter."

Supporting actress nominees were Judith Anderson for "Rebecca"; Jane Darwell for "The Grapes of Wrath"; Ruth Hussey for "The Philadelphia Story"; Barbara O'Neil for "All This, and Heaven Too," and Marjorie Rambeau for "Primrose Path."

Nominations in a writing category, new this year, for the best original screenplay went to "Angels Over Broadway" by Ben Hecht; "Dr. Ehrlich's Magic Bullet" by John Huston, Heinz Herald and Norman Burnside; "Foreign Correspondent" by Charles Bennett and Joan Harrison; "The Great Dictator" by Charles Chaplin, and "The Great McGinty" by Preston Sturges.

Nominations for the best screenplay were "The Grapes of Wrath" by Nunnally Johnson, "Kitty Foyle" by Dalton Trumbo, "The Long Voyage Home" by Dudley Nichols, "The Philadelphia Story" by Donald Ogden Stewart and "Rebecca" by Robert Sherwood and Joan Harrison.

The best original motion picture story nominations were "Arise My Love" by Benjamin Glazer and John S. Toldy; "Comrade X" by Walter Reisch; "Edison, the Man" by Dore Schary and Hugo Butler; "My Favorite Wife" by Bella and Samuel Spewack and Leo McCarey, and "The Westerner" by Stuart N. Lake.

33 RKO Houses In New Policy

Join 31 Loew Theatres In Showing Main Film, 9-9:30

Beginning next week, 33 RKO theatres in the Metropolitan area will be timing their shows so that the main feature will go on at 9:00 or 9:30 at night. RKO inaugurated the idea several months ago in its 86th Street Theatre. So successful was the policy that it was extended to more houses and will be adopted nationally. First out of town RKO theatres to join the parade are three in Rochester, N. Y. Last week Loew's joined the experiment, putting 31 of its 70 theatres on the new schedule.

While it is too early to say whether the policy has resulted in an increase in business, Loew's officials have stated that they can see no reason why the policy should not be successful and they predict its eventual extension to all theatres.

Independents are closely watching the experiment, too, in an endeavor to ascertain whether it might be profitable for them to follow suit.

The idea is termed "the most far reaching since double features began" by officials of Loew's, who see in it a way to placate the advocates of single features and still maintain the patronage of those bargain seekers who insist on twin bills.

The RKO Theatres affected are divided into two groups. The 9:00 p.m. RKO group follows:—in Manhattan, the 81st Street, Hamilton, Marble Hill, Alhambra, Roosevelt and 125th Street; in the Bronx, the Royal, Pelham and Castle Hill; in Brooklyn, the Greenpoint, Prospect, Bushwick and Shore Road; in Queens, Keith's Flushing and the Park, Rockaway Park; and in Westchester, Proctor's New Rochelle and Keith's White Plains. RKO's 9:30 p.m. group lists, in Manhattan, the New 23rd Street, 58th Street, 86th Street, Regent and Coliseum; in the Bronx, the Fordham, Franklin and Chester; in Brooklyn, the Tilyou, Kenmore, Dyker, Madison and Republic; and in Queens, Keith's Richmond Hill and the Strand and Columbia, Far Rockaway.

Allied Making Nationwide Survey on Admissions

Preparing to combat all legislative moves to increase Federal admission taxes, Allied, through its affiliated groups, is now conducting a nationwide survey of admission prices. Questionnaires sent to members show comparative admission scale before July 1, 1940 and at present. Data thus obtained would be used in a campaign to deter further increases in admission taxes.

Yorke in New Post

Twentieth Century-Fox has appointed Gabe Yorke, former Fox advertising manager, as divisional promotion manager for the Western Division, with headquarters in Los Angeles.

IGNORE EPIDEMIC

Halifax, N. S.—Despite spinal meningitis, diphtheria and the flu-grippe epidemic, the demand for screen entertainment is so insistent here and in the suburb of Dartmouth that capacity business continues to prevail. It is usually impossible to get a seat after 6 P.M. All the houses are running grind, including the Capitol, which had originally separated matinee and evening shows.

First Defense Films Shipped Out This Week

First national defense film subjects were scheduled to be shipped this week to the 31 exchange cities throughout the country for exhibition in approximately 7,500 cooperating theatres, it was announced by Francis S. Harmon of the MPPDA, committee coordinator. Included in the shipments were 12 one-minute trailers made by the War Department to stimulate recruiting, each dealing with a branch of the armed forces. There were also 300 prints of a Government-made short subject, "Power for Defense," a 10-minute subject produced by the National Defense Advisory Commission depicting the use of TVA power for defense industries.

See Headaches in Measure

Springfield, Ill.—Opposition to the Carlton-Searle bill which provides for a three-man censorship board in Illinois has developed among independent exhibitors, who see in the legislation increased taxes as well as troublesome censorship headaches. Expenses of the proposed censors would be met by levying a fee of $3 per 1,000 feet of film inspected.

B. G. (Buddy) DE SYLVA

(The Man on the Cover)

Executive producer of Paramount Studio, succeeding William H. LeBaron. De Sylva won honors as a producer of stage hits before joining Paramount some time ago as an associate producer.

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Important Dates

Feb. 17: Philadelphia Showmen's Club dinner for Allen Lewis.
Feb. 21: Cincinnati Cinema Club installation dinner.
Feb. 21: Earle W. Sweigert-Ulrick Smith testimonial, Warwick Hotel, Philadelphia.
Feb. 22: Columbians dinner dance, Waldorf-Astoria.
Feb. 24: J. C. Nugent testimonial dinner, New York.
Feb. 27: Academy Award Dinner, Biltmore Bowl, Hotel Biltmore, Los Angeles.
March 1: ITOA banquet, Astor Hotel.
March 8: Warner Club ball, Waldorf-Astoria.
March 10: Charlotte Variety Club charter night dinner.
March 16: Boston Cinema Club dinner dance, Cocoanut Grove.
March 27-29: Paramount Theatre Partners meeting, Hot Springs, Va.
April 4: AMPA 25th anniversary dinner-dance, Hotel Edison.
April 5-7: Texas Variety Club golf tournament, Dallas.
April 24: Annual AMPA meeting.
May 5-8: SMPE spring convention, Sagamore Hotel, Rochester.
May 15-17: National Variety convention, Traymore Hotel, Atlantic City.
June 18: Philadelphia Variety Club—The Exhibitor golf tournament, Philmont Country Club.

Sound Equipment Now Purchaseable

May Be Acquired Outright By Theatremen, Says ERPI

ERPI sound reproducing equipment in use for a number of years in theatres throughout the country and hitherto leased on a weekly basis to individual houses, now can be purchased outright, according to information obtained by STR.

Although ERPI has not issued an announcement to this effect, it has been learned that theatre operators desiring to obtain title to the equipment may do so by entering negotiations through the treasury department of that company. It had been reported, without confirmation, that ERPI is asking $100 per installation for sale of the equipment now in use.

NTS Holds Annual Six-Day Sales Meet

One of the most successful sales meetings in its history was held this week by the National Theatre Supply Co. at the Belmont Plaza Hotel, with sessions which opened Monday to be concluded Saturday. Approximately 30 branch managers, as well as prominent manufacturers of equipment distributed by NTS, and representatives have been in New York attending the event. The company's president, Walter Green, is presiding at the sessions, in which a large contingent of the organization's executives and home office personnel are also participating.

Big U Club Elects

The Big U Club, employes' organization of Universal's New York exchange, elected new officers last week. Harry Fellerman was chosen president; Fred Mayer, vice-president; James Davidson, treasurer; Rose Youngfield, secretary, and Tom Goff, sergeant-at-arms. A party is being held Friday afternoon when the new officers will be inducted.

1st Clearance Case is Filed

Baltimore House Demands Arbitration on Complaint

First arbitration case under the new system prescribed by the New York consent decree was filed in the Washington area this week by the Walbrook Theatre, Baltimore, demanding arbitration on a matter of clearance. Named in its complaint were 20th Century-Fox, Warner Bros. and the Durkee circuit. The case is expected to come up for hearing in the Washington tribunal in about three weeks.

Under the motion picture setup, the Walbrook case is likely to be the No. 1 case in the records of the American Arbitration Association. Although an avalanche of complaints was expected to be received last week, none were forthcoming. Officials believe, however, that cases will be filed with regularity from now on.

Meanwhile, names of some 60 arbitrators who will make up the New York exchange district's panel of official arbitrators is to be announced about February 18 by the AAA. This will be the first panel announced, with the arbitrators for other parts of the country to be published as the panels are completed.

Under the terms of the arbitration rules, one of the official arbitrators would be chosen by parties to a dispute to hear evidence and render a decision in the case. Panels are made up of outstanding citizens in each community who have no connections, whatever, with the motion picture industry.

"Devil Bat" Goes Into Interstate Theatres

Dallas—Through a deal closed this week with the Interstate Circuit by Jack K. Adams, Producers Releasing Corp. franchise holder in this territory, "The Devil Bat," starring Bela Lugosi, will play the circuit's Majestic Theatre in Dallas; Worth, Ft. Worth; Majestic, San Antonio, and Orpheum, Waco. The horror film is billed on a midnight spook show in connection with a stage spook play presented in the foregoing theatres this month. Subsequently it goes to the State, San Antonio, and the Capitol, Dallas. Adams has also closed with Jefferson & East Texas circuit with the picture for their road-show use.

Paramount Maps Special Campaign for "Lady Eve"

A special exploitation campaign has been mapped by Paramount for "The Lady Eve," Barbara Stanwyck-Henry Fonda comedy. A three-week drive by Paramount's field exploiteers will precede the opening of the film in each of ten key cities March 14. Twenty other key cities to show the picture around March 21 will also be subjected to a three-week exploitation drive, according to an announcement this week from the home office.

PAYS RECORD PRICE

Paying the highest price on record for a stage property, reported "substantially above $275,000," Paramount has purchased screen rights to "Lady in the Dark," musical-drama co-authored by Moss Hart and Kurt Weill. The show has been a sell-out since it opened on Broadway January 23, with Gertrude Lawrence starring.

Claims Film Jam In Philly 1st-Runs

Showing 'Fantasia' at Aldine Is Condemned by Goldman

Philadelphia—Claiming that the showing of Walt Disney's "Fantasia" at the Aldine will contribute to the jamming-up of product in Philadelphia's first run houses, with resultant delay in the subsequent-run theatres, William Goldman, operator of the Erlanger, has notified all of the local exchanges and home offices.

Goldman said that playing the "A" product in certain of the lesser first-run downtown houses will lessen the value of the pictures and added that the Erlanger is available for the playoff of this product. He further stated that his house would waive its customary 28-day clearance over subsequent runs if Stanley-Warner, his opposition, would permit him to play some of the "A" films.

Michigan Legislature Defeats Bingo Bill

Detroit—The lower branch of the Michigan legislature has defeated a bill which would have extended statewide control to Bingo games in churches and fraternal organizations.

Bill Opposition Being Checked

N. W. Allied Sounding Out Attitude on Its Measure

Minneapolis—Awaiting the return of E. L. Peaslee, Northwest Allied president, from New York and Chicago, presentation of the anti-block-of-five bill to the Minnesota legislature is being held up here.

Fred Strom, executive secretary, said that attorneys for Northwest Allied have examined the bill and have declared it legal and constitutional. He added that during his stay in the East, Peaslee has been making a check "to learn what opposition we can expect to the bill, and after its passage, from the 'big five'."

The organization's legislative committee will go over these details with Peaslee when he returns, Strom said, adding that "sentiment has not changed one bit since our organization went on record in favor of the bill, and I personally feel certain it will be introduced, as planned."

Ohio ITO Endorses Bill On "Televised Pictures"

Columbus—Looking ahead to the time when theatres will be showing "televised pictures," the ITO of Ohio has given its blessing to a bill which would extend jurisdiction of the Department of Workshops and Factories to houses showing this type of entertainment in the future. Other bills pending before the Ohio legislature affecting theatre operators would eliminate censorship of newsreels, provide a wages and hours law and make it a felony to possess obscene films.



UNIVERSAL ANNOUNCES 61 FEATURES

Name Titles of 18 Pics; Producers and Directors Assigned to Many More

Forty-seven features, seven action pictures, seven westerns, four serials and 69 reels of shorts comprise Universal's program for the 1941-42 season. Announcement of the schedule was made at the company's sales convention in Chicago last weekend. Pictures were announced as follows:

Two Deanna Durbin productions, both to be produced by Joe Pasternak, one to be directed by Henry Koster and the other to be directed by William A. Seiter; "Hellzapoppin'," to be produced by Mayfair Productions, with Olsen and Johnson; three films to be produced by Frank Lloyd; an Irene Dunne picture, to be produced by Bruce Manning, from a screenplay by Bruce Manning and Felix Jackson; Charles Laughton in "Almost An Angel," to be produced by Joe Pasternak and directed by Henry Koster; a production starring Charles Boyer and Margaret Sullavan, and produced by Bruce Manning; one starring Margaret Sullavan and Franchot Tone, to be produced and directed by William A. Seiter, and one starring Carole Lombard; a picture starring George Raft, with Carol Bruce and Brod Crawford, to be produced by Bruce Manning, from a screenplay by Bruce Manning and Felix Jackson.

A Loretta Young starrer; a Joe Pasternak production, "Hilo Hattie," starring Marlene Dietrich; one film to be produced and directed by Sam Wood.

Star Roster Expanded

"Badlands of Dakota"; a film starring Franchot Tone and Virginia Bruce, to be produced and directed by William A. Seiter; W. C. Fields in "Never Give a Sucker an Even Break," with Gloria Jean, Baby Sandy, and Butch and Buddy, to be directed by Eddie Cline; "The Wolf Man"; Bud Abbott and Lou Costello, in "Ride 'Em Cowboy," and "They're in the Navy Now"; "The Yukon Trail"; "The Ghost of Frankenstein"; "Bombay Clipper"; "Straight from the Heart," starring Gloria Jean; two starring the combined Dead End Kids and Little Tough Guys; "Mermaids in Distress"; "The Black Cat" with Basil Rathbone, Brod Crawford, Hugh Herbert and Anne Gwynne; two productions starring "Baby Sandy"; "Captive Wild Woman"; "Radio Follies," starring Rudy Vallee; two comedies starring Hugh Herbert, titled "Hello Sucker" and "Man or Mouse"; "Juke Box Jennie."

To complete the program of feature productions, Universal will select from the following properties it now owns and controls: "Havana Nights," "Moonlight in Hawaii," "You've Got to Have Rhythm," "Men of the Mounted," "Sea Spoilers," "Frisco Kate," "Half Way to Shanghai," "Mississippi Gambler," "Black Fleet," "Terror of the South Seas" and "Flying Cadets."

The seven outdoor pictures starring Dick Foran, Leo Carrillo and Andy Devine will take on the flavor of early American adventure along the Mexican border. The titles are: "Beyond the Pampas," "In Old Monterey," "Viva, Pancho!," "Sunset on the Sierras," "Dons of San Marcos," "The Fighting Padre" and "The Americanos." The seven Westerns will star Johnny Mack Brown with the comic Fuzzy Knight and Nell O'Day in the featured roles.

The company announced a program of four serials for the new year. The first, "Riders of Death Valley," in 15 chapters, stars Dick Foran, Leo Carrillo, Buck Jones, Charles Bickford, Jeanne Kelly and Lon Chaney, Jr. Another 13-chapter production is "The Gang Busters," one of the most popular programs on the air today. There is a possibility that eventually this serial may be remade into a series of featurettes or even a full length feature. The remaining two serials announced were "The Sea Raider," in 12 chapters, and "Head Hunters of Amazon" in 12 chapters.

The short subject program, while similar in type to the current year, will be materially improved over past years. A special 2-reel subject will be made, of sufficient timeliness and interest to warrant special exploitation; there will be 15 issues each of the "Going Places" and "Stranger Than Fiction" single reel subjects. A series of 13 2-reel musicals will feature name bands and a group of Hollywood screen youngsters. Also announced was a series of 13 cartoons in Technicolor featuring Andy Panda, a Walter Lantz character.







Pictured at Sales Meet in Chicago Last Week

Universal's sales and studio executives gathered in Chicago last week-end to hear details of the 1941-42 program. Here are a few of them as photographed during the convention. Upper left picture, left to right are Milton Feld, studio executive; Dan Kelley, casting director; Cliff Work, vice-president and studio manager. Upper right photo, the sales chiefs, William J. Heineman, western sales manager; William A. Scully, general sales manager; Frank J. A. McCarthy, eastern sales manager. Bottom photo, the dais at the convention. Left to right, top row, Matthew Fox, vice-president; Cliff Work; Nate J. Blumberg, president; William J. Heineman; William A. Scully; J. Cheever Cowdin, chairman of the board of directors; (face hidden) Joseph H. Seidelman, vice-president in charge of foreign affairs; Frank J. A. McCarthy. Left to right, bottom row: John E. Joseph, director of advertising and publicity; Adolph Schimel, attorney; B. B. Kreisler, short subjects manager; Claire Hague, Canadian representative; P. J. Nathanson, vice-president of Empire-Universal; A. W. Perry, general manager, Empire-Universal; James J. Jordan, manager contact department; F. T. Murray, manager of exchange operations.

Univ. Makes 4 Promotions

Heineman, McCarthy to Hold Regional Sales Meetings To Inform Salesmen of Policies for New Year

Several promotions were announced at the Universal sales convention held in Chicago last weekend. Jack Bannon was named assistant to Frank McCarthy, eastern sales manager, and Gordon C. Craddock will assist William J. Heineman, western sales manager. Craddock's post as branch manager in Indianapolis will be filled by H. H. Hull. William M. Richardson was named manager of the Atlanta exchange. His post as New Orleans manager will be filled by James Frew.

Division sales managers will hold regional meetings to inform the salesmen in their territories of the company's policies for the new year. McCarthy will meet with his men in Cleveland this Saturday, in Philadelphia, Feb. 16, in New Orleans, Feb. 18. Heineman will have two meetings—one in Chicago last Wednesday, another in San Francisco, Feb. 18.

Sales manager William A. Scully, in announcing the program termed it "The Exhibitor's Insurance Policy for 1941-42." He stressed that it was the unalterable policy of the company that salesmen must deal fairly with exhibitors and eliminate sales talk that cannot be put into the contract in writing.

See Delay for 'Little 3' Trial

It May Not Start Until Autumn, Attorneys Indicate

Postponement until Fall of the trial of the Government equity action against the "Little Three," announced originally for this Spring, was indicated this week when attorneys for the defendants said that applications to dismiss the complaint in the suit would require some time before decision and that numerous interrogatories would be interposed by the defendants before trial.

The Government may, in addition to a delay necesary for the filing of answers to interrogatories, seek further examinations of "Little Three" officials as a counter move. Unless the trial can be started by June, attorneys point out, a summer's delay of three months intervenes during which time the Court recesses.

Zukor Named Head of Greek War Relief Drive

Adolph Zukor has accepted the Chairmanship of the Amusement Industry's Division of the Greek War Relief Association. Headquarters have been opened in Suite 406-7, Paramount Building, 1501 Broadway, New York City. The following have accepted and will serve on the Advisory Committee: Will H. Hays, Martin Quigley, Sidney R. Kent, Sam H. Harris, Joseph Bernhard and W. G. Van Schmus. Gradwell L. Sears has accepted the Chairmanship of the Distributors Committee and John H. Harris that of the Exhibitors Committee. The country has been divided into twelve zones and the Chairmen are Arch M. Bowles, John J. Friedl, Harry M. Kalmine, M. A. Lightman, M. J. Mullin, R. J. O'Donnell, Elmer G. Rhoden, E. V. Richards, Jr., Frank H. Ricketson, Jules J. Rubens, J. R. Vogel and R. B. Wilby.

Shifts in Schine Circuit Announced

Schine's district manager at Amsterdam, Fielding K. O'Kelly, has been shifted to Cumberland, Md., his place being taken by William F. Burke, former manager of the circuit's State, Fostoria, O. H. Y. Gordon Rochester has succeeded Arnold S. Rittenberg, as manager of Schine's Strand, Amsterdam, the latter having returned to film production. Harold F. Sliter, executive assistant to Louis W. Schine, vice-president in charge of theatre operations, is now Mohawk Valley district manager. Herbert J. Jennings, former manager of the Glove, has been transferred to the Colonial, Norwich, N. Y.

Heads Screen Club

Denver—At the annual meeting held here last week Frank H. (Rick) Ricketson was re-elected president of the Rocky Mountain Screen Club.

ALL AMERICA IS WAITING TO MEET THOSE AMAZING KIDS FROM INTERLOCHEN, "AMERICA'S MUSIC TOWN"!



Freckles
KAYE CONNOR

The Fiddling Finn
HEIMO HAITTO

Dead Pan Patsy
PATRICIA TRAVERS

Wizard of the Keys
DOLLY LOEHR

ALLAN and MARGARET
...love birds who tame
the Tough Canary!

...and your new singing starlet, SUSANNA FOSTER, leads the parade of youth!



SUSANNA'S the only girl
to hit B Flat above High C!

"THE HARD-BOILED CANARY"

with ALLAN JONES · SUSANNA FOSTER
MARGARET LINDSAY · LYNNE OVERMAN
GRACE BRADLEY · WILLIAM COLLIER, Sr.

Produced and Directed by Andrew L. Stone • Screen Play by
Frederick Jackson • From a Story by Andrew L. Stone and
Robert Lively • Based on an Idea by Ann Ronell

Take it from a cagey
bird...*turn the page!*

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SUSANNA FOSTER and ALLAN JONES ...winging and singing their way the length and breadth of the country in one of the greatest personal appearance tours ever planned...covering 40 key cities. Broadcasts...civic celebrations...concerts...interviews...reams and reams of publicity . . . all to make all America beat a path to your box office!

BUT THAT'S NOT ALL! **SUSANNA FOSTER and ALLAN JONES** climax their thrilling tour with personal appearances together on the . . .



KATE SMITH HOUR, Friday, Feb. 21, 8 to 9 P.M., E.S.T. over the 111 stations of the Columbia Broadcasting System. This tremendous broadcast will be plugged by Kate Smith for an entire week on her daytime broadcasts.

That's how Paramount builds audiences... and pre-sells them for your box office!

SUSANNA FOSTER'S TOUR - - - - - ALLAN JONES' TOUR ———

The Talk of the Tents Up and Down the Land

Variety Club Notes

Weekly Get-Together of Filmdom's Good Fellows

JOHN H. HARRIS, NATIONAL CHIEF BARKER

Tent No. 1—Pittsburgh

Sam Feinbergs Hosts on Family Night . . . Several Visitors to Headquarters . . . Joe Ginns Hospitalized

Mr. and Mrs. Sam Feinberg were to be the host and hostess at Family Night on February 7. King for the day on Monday, February 10, was Joe Hiller.

Mr. and Mrs. Tony Stern who were hosts at Family Night on Friday, January 31, had the largest turnout of the season to date—111 people.

Visitors at the club last week were Earl Sweigert, the new district manager for Paramount in this territory, and Harry Goldstein, former distict manager for this section and who now has the Cincinnati, Cleveland, Detroit and Indianapolis offices. Larry Clinton, currently playing the Stanley Theatre, was another visitor as was also Roy ("Legs") Hawley, graduate manager of athletics at West Virginia University.

National Chief Barker John H. Harris was in New York last week to attend a meeting of the Greek Relief Committee.

Art Levy of Columbia is back at his desk but Joe Ginns of the same office is at the Montefiore Hospital with pneumonia.

Chief Barker C. C. Kellenberg expected to get away Thursday for the vacation which will take him to Miami Beach and New Orleans.

Tent No. 2—Columbus

James E. Hale Chairman of Activities Committee . . . Basket for Leon Fisher, First Local Theatreman in Army

James E. Hale has been named chairman of the important activities committee. Ben Almond is vice chairman and Lloyd Goad is secretary. The committee will met each Saturday noon at luncheon. One of the first big activities will be a midnight show at the RKO Palace.

L. C. Goldsol is in California for the winter . . . ditto Bob Pullin, but just for a few weeks. Al Block and Harry Young are in Florida; Harry Lou Holleb in Chicago.

The club voted to send a basket of cigarettes, candy, cookies, etc., to Private Leon Fisher, RKO assistant publicity manager who is first of local theatremen to join the army. He's at Camp Shelby, Hattiesburg, Miss. He's writing an entertaining column about army life in the *Columbus Dispatch*. Fisher did a great job of publicity for last Barn Dance.

Mr. and Mrs. Max Stearn were host to many barkers and their wives at a party in honor of Mr. and Mrs. Harrold Eckert, newlyweds.

Gene Sheldon, Red Ingle and others of the Ted Weems stage show at Loew's Broad were guests at the club. Sheldon's card tricks and Ingle's dialect stories had their party in stitches.

Past Chief Barker C. Harry Schreiber is about to build a new home in Upper Arlington.

Tent No. 3—Cincinnati

Country Store Night Held . . . Andrew Hettesheimer Dies . . . Ed Mayer Recovers from Eye Operations

Country Store Night, with over fifty gifts ranging all the way from old-fashioned corsets and ladies' long undergarments to groceries, meats and even live poultry and a live suckling pig, was part of the novelty night held at the tent on Saturday, February 8. Every winner was forced to take his winnings along whether it was a sack of flour, a bushel of onions or a mere five-pound cake of limberger. Consequently a good time was had by all, with Judge William Handley acting as the store keeper.

The next big novelty night on the tent's program will be on Saturday, September 23, at which time a secret auction will be the feature with Blackstone, the magician, as the extra attraction.

Cincinnati exhibitors and the public in general mourns the loss last week of Andrew G. Hettesheimer, veteran showman.

It is with pleasure that the barkers welcomed the return to their midst of Ed. Mayer who spent the last several months in Holmes Hospital undergoing operations on both eyes. Now Ed is out and feeling fine.

"Short Circuit" Andy Niedenthal and Mrs. Niedenthal celebrated the first birthday of their son "Butch" in appropriate style on Friday, February 7.

Colonel Arthur "Applesauce" Frudenfeld, big wig of local RKO theatres, made a flying trip to Indianapolis and Chicago last week-end to look over some units for the Shubert Theatre.

At the tent every night last week were Benny Strong, the maestro of the Gibson, his Mrs. and The Ohman Twins, Ed and Rita, dancers on the Strong show.

National Variety Convention

Atlantic City May 15-16-17

Bend every effort to make it a good one. Four Barkers from your Tent must be designated to serve on the Convention Committee. Your Tent should be prepared to make suggestions for the betterment of Variety at the convention. Notify James Balmer of your choice for convention delegates and alternates.

Tent No. 5—Detroit

Saturday Night Frolic Held . . . Several Join in Monday Noon Luncheons . . . Howard Is Victim of Hockey Puck

Second of the Saturday night Frolics for the year was marked by the absence of the entertainment chairman, Wade Allen, who was ill, but was able to resume duties after a week-end convalescence. William Carlson, former chief barker, functioned as ringmaster for the evening, presenting an hour-long program of acts that was really two big shows in one. Joe Conti, who plays the youthful hero (John Garfield's role in the rest of the picture) in "East of the River," and his brother were on the bill, Joe doing a nice sophisticated tap bit. Tunis (Eddie) Stinson, for a quarter century a leading figure in the circus world, and his wife were among the guests of the evening.

An informal group of barkers, including John Howard, Bill Carlson, Ed Kirchner, and Wade Allen, has started the pleasant habit of Monday noon luncheons at the clubrooms. The Detroit clubrooms, incidentally, are being thoroughly redecorated this week, and visitors to the tent will see a bright new top.

Chief Barker John Howard, who manages Paramount's branch here, was the victim of a hockey puck, sitting in a ringside seat to watch the Red Wings. Six stitches had to be taken in a cut that just missed his right eye.

Moe Dudelson, UA manager, had a preview Tuesday at the Fine Arts of "Cheers for Miss Bishop," with producer Richard V. Rowland in person—he turned out to be an old associate of Earl Hudson, who heads United Detroit Theatres. Ray Schreiber, president of Midwest Theatres, is off for a couple weeks in Tucson.

Tent No. 6—Cleveland

Richard Rowland Is Guest . . . Father and Son Night Bring Big Turnout . . . Valentine Party Set for Saturday

Chief Barker Bert Stearn arranged for Richard Rowland, producer, of "Cheers For Miss Bishop" to be the honored guest at a dinner which was held in the club rooms. The guests of honor attending the dinner were Charles Raymond, Division Manager for Loew's theatres in Cleveland; Meyer Fine; Jim Mullen of RCA; and Frank Gross.

"Father and Son Night," which was held on Monday evening brought out a smash turnout, and most of the barkers were on hand with their sons. The guests of honor were the Cleveland Barons hockey team.

Everyone is looking forward with anticipation to the Valentine party to be held this Saturday at the clubrooms. Harry Skirball and Dave Hyman are chairmen of the entertainment committee; with the proceeds of course going to the purchase of an iron lung.

The rough hewn log is becoming plastered with names of Barkers who have donated for that iron lung—Mrs. Izzy Schmertz back from Florida, but ailing with a broken toe—Barker Ed. Fisher hitting a jack pot and buying drinks for the boys—Bert Stearn still pacing—Barker Ned Barach amazed at the sophistication of an eight-year-old at the Father and Son night.

Tent No. 8—Kansas City

First Get-Together Next Friday . . . Four Money Raising Events Planned . . . Alternate Mondays Meetings Scheduled . . . Mason Directs Drive

The first Friday night "get together" party for members and their wives and sweethearts will be held at the club house Friday night, February 21. A buffet supper will open the affair at 7 P.M. Kings and Queens for the evening follow: C. A. and Lila Schmidt, O. K. and Inez Mason and Bob and Helen Withers. Tickets are being distributed by the Kings.

The board of directors have voted to conduct four events to raise money for the tent's philanthropic activities for 1941. The proposed calendar follows: March: carnival in the club rooms; June: Picnic, "Days of '49," golf tournament; October: movie ball; December: bowling tournament. Dates and further information relative to the proposed activities will be announced later.

A regular business meeting and dinner for members will be held the first Monday of each month. On the third Monday of each month, a regularly scheduled luncheon, with speaker and invited guests, will be held.

Barker O. K. Mason has been appointed to direct a membership drive.

Tent No. 11—Washington

Tent Furnishes Hospital Room in Honor of Deceased Members . . . Several New Members Join Tent

The local tent will furnish a room at local hospitals in honor of our departed members, and at this time arrangements are being made to so honor our departed members Nate Sauber, Joseph Makover, Sam Flax and William P. Herbst, it was announced by Chief Barker

(*Continued on Page* 12)

The Box Office Slant

Petticoat Politics

(Hollywood Preview)

Republic | Comedy | 67 mins.

(Prod. No. 20—Nat'l Release, Jan. 31)

AUDIENCE SLANT: (FAMILY) SLAPSTICK COMEDY WITH BROAD HOKUM; CLOSING SEQUENCES WELL CHARGED WITH FAMILIAR BUT EFFECTIVE GAGS FOR THE AVERAGE FAN.

BOX OFFICE SLANT: NEEDS STRONG SUPPORT FOR MOST SITUATIONS.

Cast: Roscoe Karns, Ruth Donnelly, Spencer Charters, George Ernest, Lois Ranson, Polly Moran, Paul Hurst, Pierre Watkin, Alan Ladd, Harry Woods, Claire Carleton, Jeff Corey, Charles Moore, George Meader, Emmett Vogan, Pom Pom. Credits: Directed by Erle Kenton. Original screenplay by Ewart Adamson and Taylor Caven. Photography by Jack Marta. Film editor, Edward Mann. Associate Producer, Robert North.

Plot: On the premise that a retired man dies sooner than an active one, Ruth Donnelly forces her husband, Roscoe Karns, into running for mayor of the town on the reform ticket. The gangsters in power resent this, so with the aid of bombs, etc., they try to scare Karns into stepping out. But Karns has made a wager with Paul Hurst, one of the opposition party, which means that he must pay a huge sum of money, if he doesn't win, so he has to stick. The women of the town get behind him and Karns finds himself elected by a large majority.

Comment: Second of the new Higgins family series is a comedy of broad hokum that should suit the audiences in the small town and neighborhood houses, but it is doubtful as to what it will do in the metropolitan areas. There are a few enjoyable moments, but most of the picture suffers from the trite situations that are as old as the hills. Direction of Erle C. Kenton keeps the production speeding along without a let-down, but the endless string of unbelievable business makes it lack logic. In addition to the regulars, Roscoe Karns, Ruth Donnelly, Spencer Charters, Lois Ranson and George Ernst, Paul Hurst and Polly Moran register well in supporting roles. Give it the exploitation treatment that has served you best in selling past films of this series. The cooperation of your Women's Clubs and other Civic Organizations should help.

Catchline: "Higgins gets roped into running for office."

The Monster and the Girl

(Hollywood Preview)

Paramount | Horror | 64 mins.

(Prod. No. Not Set—Nat'l Release, May 16)

AUDIENCE SLANT: (ADULT) SHOULD PLEASE THE "HORROR" FANS. STORY IS A BIT WEAK, RESULTING IN AN ONLY AVERAGE CHILLER-DILLER.

BOX OFFICE SLANT: SHOULD DO OKAY WHERE THEY LIKE CHILLS AND THRILLS. BEST RUNNING SPOT WOULD BE WITH A VERY LIGHT COMPANION FEATURE.

Cast: Ellen Drew, Robert Paige, Paul Lukas, Joseph Calleia, Onslow Stevens, George Zucco, Rod Cameron, Phillip Terry, Marc Lawrence, Gerald Mohr, Tom Dugan, Willard Robertson, Minor Watson, George F. Meader, Cliff Edwards and Skipper the dog. Credits: Directed by Stuart Heisler. Original screenplay by Stuart Anthony. Photographed by Victor Milner. Film editor, Everett Douglas.

Plot: Phillip Terry comes to the city to find the seducer of his sister, Ellen Drew. He is framed for a killing by the gang, headed by Paul Lukas, and sent to the electric chair. After his execution, his brain is transferred to a gorilla, who sets out to "get" Lukas and his gang. In his slow march through the city, he brings confusion to the police and death to the gang, until he is killed by the bullets of his last victim.

Comment: In spite of an unbelievable story, this picture should prove to be just what the "horror" fans ordered. Its a chiller-diller with enough chills and thrills to satisfy the most rabid ticket buyer looking for this type of entertainment. Although slow in getting started, the film rolls along at a merry pace, a credit to the direction of Stuart Heisler. Fine jobs are turned in by the cast which includes such name players as Ellen Drew, Robert Paige, Paul Lukas, Joseph Calleia and Onslow Stevens. Best running spot would be with a very light companion feature. Sell it as a "horror" picture. Use all the eerie trimmings such as green lights, etc., for your lobby and out front.

Catchline: "Who will be the Monster's next victim?"

Legion of Decency Ratings

(For Week Ending Feb. 15)

SUITABLE FOR GENERAL PATRONAGE

Golden Hoofs
Petticoat Politics
Wildcat of Tucson

SUITABLE FOR ADULTS ONLY

Murder Among Friends
Trial of Mary Dugan
The Wagons Roll at Night

OBJECTIONABLE IN PART

Back Street

The Trial of Mary Dugan

MGM | Mystery-Drama | 90 mins.

(Prod. No. 125—Nat'l Release, Feb. 14)

AUDIENCE SLANT: (ADULT) SHOULD HOLD THE ATTENTION OF YOUR PATRONS AND CAUSE THEM TO LEAVE THE THEATRE WITH THE FEELING OF HAVING WITNESSED AN ENGROSSING MYSTERY.

BOX OFFICE SLANT: ROBERT YOUNG AND LARAINE DAY ARE NOT TOO STRONG AT THE BOX OFFICE, ALTHOUGH THERE IS NO DENYING THEIR NAMES MEAN SOMETHING IN MANY SITUATIONS. BUT IF YOU SELL THIS FROM THE SENSATIONAL ANGLE WITH A ROUSING EXPLOITATION CAMPAIGN, IT SHOULD CLICK.

Cast: Laraine Day, Robert Young, Tom Conway, Frieda Inescort, John Litel, Marsha Hunt, Marjorie Main, Henry O'Neill, Sara Haden, Francis Pierlot. Credits: Produced by Edwin Knopf. Directed by Norman Z. McLeod. Based on the play by Bayard Veiller. Director of photography, George Folsey. Art director, Cedric Gibbons. Film editor, George Boemler.

Plot: Escaping from a girl's reformatory, Laraine Day lands a job at a large corporation, wins the admiration of Conway, her employer, who often bestows gifts on her and boosts her salary just as frequently. Laraine, however, is in love with Young; but when he asks her to go away with him, she refuses for fear of her past being revealed. He leaves without her. Returning several months later, he discovers she is on trial for the murder of Conway. When the defense attorney, Litel, becomes lax in his duties, Young takes over the girl's defense and finally points the accusing finger at the real murderer.

Comment: It has been 12 years since the famous stage play first appeared on the screen. In 1929 talking pictures were in their infancy, and were somewhat crude in comparison to the almost technically perfect screen entertainment of today. Thus, the newest version of "The Trial of Mary Dugan" is superior to the original—a fact which is seldom true of re-makes. Technical improvements have given the camera a wider latitude, so that the present film is not confined strictly to the trial, but also with many events leading up to it. Those who saw the play or the 1929 screen version will find themselves again absorbed in the plot as though for the first time, while the thousands seeing it for the first time will mark it down as splendid murder-mystery melodrama. In the title role, Laraine Day gives a satisfying performance, and Robert Young can always be depended upon to acquit himself admirably. Outstanding in supporting roles are Tom Conway, Marsha Hunt, John Litel, Marjorie Main and Henry O'Neill. Norman McLeod's direction is commendable, and the picture has been given lavish production values. Sell it on the mystery angle, using a number of teaser stunts to attract attention. Get out a newspaper-style herald, utilizing scare-heads about "Mary Dugan On Trial For Murder of Edgar Wayne," etc.

Catchline: "You'll revel in this exciting, dramatic mystery-drama, but don't reveal its amazing climax to others."

The Face Behind the Mask

Columbia | Horror | 69 mins.

(Nat'l Release, Jan. 16)

AUDIENCE SLANT: (ADULT) TYPICAL HORROR PICTURE WHICH THE MEN WILL LIKE BUT FROM WHICH THE WOMEN WILL STAY AWAY.

BOX OFFICE SLANT: WILL DO WHERE HORROR PICTURES ARE LIKED.

Cast: Peter Lorre, Evelyn Keyes, Don Beddoe, George E. Stone, John Tyrell, Stanley Brown, Al Seymour, Jeames Seay, Warren Ashe, Charles Wilson, George McKay. Credits: Produced by Wallace MacDonald. Directed by Robert Florey. Based on a radio play by Thomas Edward O'Connell. Story by Arthur Levinson. Screenplay by Allen Vincent and Paul Jarrico. Director of photography, Franz A. Planer. Film editor, Charles Nelson. Art director, Lionel Banks.

Plot: Lorre, an immigrant, is befriended by Don Beddoe, a policeman. Lorre is horribly injured in a fire, so that his face is hideous. He is about to commit suicide when George E. Stone, a crook, befriends him. He becomes a clever crook and goes to the office of a famous plastic surgeon, but nothing can be done for him but to give him a mask. Then he meets a blind girl, who unable to see him, falls in love with him. After he has amassed a fortune as a crook, he wants to quit, but the crooks think he has double crossed them and kill the blind girl. Then he betrays them by piloting the plane in which they are escaping to Mexico and notifying Beddoe of where he will land in the desert.

Comment: This is a different kind of horror picture. Peter Lorre, fast becoming one of the favorites of the horror addicts, does his usual good job. Of course, the end must be tragic to comply with the moral code. The fact that the only woman in the picture is blind is an interesting slant on it. As a whole the story is quite unusual and holds the interest. The end, though inevitable, is not predictable. George E. Stone tops the supporting cast with his usual fine performance.

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Direction is fairly smooth, and an even pace is maintained throughout. Stills of well known players can be masked and a good contest run for correct indentifications. Similarly, well known local people can be identified. Masks can be used as placards.

Catchline: "Why must the underworld's hated man of mystery forever wear a mask?"

Scattergood Baines

RKO-Radio **Comedy Drama** **69 mins.**

(Prod. No. 123, Nat'l Release, Feb. 21)

AUDIENCE SLANT: (FAMILY) RURAL TYPE COMEDY SHOULD GO OVER WELL IN SMALL TOWNS. NOT STRONG FOR FIRST RUNS.

BOX OFFICE SLANT: WILL DO BUSINESS IN SMALL TOWNS.

Cast: Guy Kibbee, Carol Hughes, John Archer, Francis Trout, Emma Dunn, Lee (Lasses) White, Fern Emmett, Edward Earle, Bradley Page, Joseph Crehan. Credits: Produced by Jerrold T. Brandt. Directed by Christy Cabanne. Screenplay by Michael L. Simmons and Edward T. Lowe. Based on Clarence Budington Kelland's "Scattergood Baines" stories. Production executive, Frank Melford. Art director, Bernard Herzbrun. Director of photography, Jack Mackenzie. Edited by Henry Berman.

Plot: Saga of a small town store keeper who has a great interest in all the affairs of his town. He outwits the big city slickers and wins the affection of his neighbors. There is a strong element of romance.

Comment: As a small town attraction, this is probably tops. Citizens of most towns will find their counterparts in the picture. Nothing of great importance happens, but the picture merely gives the impression of selecting one incident in the history of a town and enlarging upon it. Guy Kibbee, in the title role, is able to play without make-up, which is said to be the reason he was chosen for it. Carol Hughes plays the role of the good-looking school teacher who, to convince the school board that she should have the post, must be made to look frumpy. Many of the cast are more or less unfamiliar to pictures and aside from Kibbee there are no names of any renown. John Archer, as a struggling young lawyer has the other end of the romance opposite Carol Hughes. Sell it through book stores and libraries to tie up with the Kelland stories. Try to start a gossip rumor as a gag. Try to locate a local cracker barrel sage who is Baines' counterpart.

Catchline: "Malicious gossip—the greatest danger to happiness."

Strawberry Blonde

Warner Bros. **Comedy-Drama** **97 mins.**

(Prod. No. Not Set—Nat'l Release, Feb. 22)

AUDIENCE SLANT: (FAMILY) SPLENDID ENTERTAINMENT FOR FAMILY AUDIENCES WITH JAMES CAGNEY AND OLIVIA DE HAVILLAND SCORING IN THE FINEST ROLES THEY'VE HAD IN MONTHS.

BOX OFFICE SLANT: CERTAIN TO SCORE SUCCESSFULLY AT THE BOX OFFICE, NOT ONLY BECAUSE OF ITS NAME PLAYERS, BUT ALSO BECAUSE OF AN INTRIGUING TITLE. DESERVES A STRONG EXPLOITATION CAMPAIGN.

Cast: James Cagney, Olivia de Havilland, Jack Carson, Rita Hayworth, George Tobias, Alan Hale, Roy Gordon, Herbert Heywood, Una O'Connor, Ed McNamara. Credits: Executive Producer, Hal B. Wallis. Associate Producer, William Cagney. Directed by Raoul Walsh. Screenplay by Julius J. and Philip G. Epstein. From a play by James Hagen. Director of photography, James Wong Howe. Special effects by Willard Van Enger. Art director, Robert Haas. Music by H. Roemheld. Musical direction, Leo F. Forbstein. Film editor, William Holmes.

Plot: Cagney, correspondence school dentist, gets the worst end of everything in his friendship with Carson. For one thing, Carson marries Rita Hayworth, with whom Cagney was in love. Disillusioned, Cagney marries Olivia de Havilland on the rebound. Carson becomes the head of a contracting firm and takes Cagney in as a vice-president, largely through the influence of Rita. When his father is killed because of defective building materials, Cagney is charged with responsibility for the tragedy because he signed papers, even though he didn't understand them. He is sentenced to a prison term. On his release, he waits for the chance to get even with Carson. Unwittingly, Carson is sent to him to have a tooth extracted. At first, Cagney is tempted to use gas, but after hearing the quarrels between his friend and his wife, decides that even though he, himself, and Olivia are poor, at least they are happy. As the price of revenge, he yanks out the aching tooth, causing Carson much pain and discomfort.

Comment: If one were to tell why he enjoyed this picture, it would be difficult to cite all the reasons. All he could say would be: "Because it's darn good entertainment." And that just about sizes it up, although one could, by going into detail, point out that James Cagney has a new kind of role in which he should register more strongly with audiences than ever before, while Olivia de Havilland, as charming and adorable as ever, performs remarkably well. One could mention, too, the refreshing plot and the nostalgic beauty of the period in which it takes place. With these attributes, to mention only a few, "Strawberry Blonde" is a film that will leave anyone who sees it in a jovial mood for a long time afterwards. If humming a tune means anything, the old song, And the Band Played On, will be revived nationally, once the picture starts playing around. Raoul Walsh deserves credit for his capable direction, while Rita Hayworth stands out in a good supporting cast which includes Jack Carson, Alan Hale, and others. Get behind the film with a strong advertising and exploitation campaign. Perhaps the most natural stunt would be the selection of a local girl most nearly fitting the description of a "Strawberry Blonde."

Catchline: "The gayest comedy of the Gay 90's yet made."

The Mad Doctor

Paramount **Horror Drama** **90 mins.**

(Prod. No. 4018—Nat'l Release, Feb. 14)

AUDIENCE SLANT: (ADULT) THIS GRIPPING HORROR DRAMA WILL WRING THE LAST OUNCE OF SUSPENSE OUT OF YOUR PATRONS. IT'S GREAT AUDIENCE FARE.

BOX OFFICE SLANT: WITH THE PROPER BACKING, WHICH MEANS A CAMPAIGN CAPITALIZING ON THE FILM'S EERIE PSYCHOLOGICAL PLOT, BUSINESS SHOULD BE ABOVE AVERAGE.

Cast: Basil Rathbone, Ellen Drew, John Howard, Barbara Allen ("Vera Vague"), Ralph Morgan, Martin Kosleck, Kitty Kelly, Hugh O'Connell, Hugh Sothern, Howard Mitchell, Charles McAvoy, Billy Benedict. Henry Victor, Douglas Kennedy, Frances Raymond, others. Credits: Produced by George Arthur. Directed by Tim Whelan. Screenplay by Howard J. Green. Director of photography, Ted Tetzlaff. Art directors, Hans Dreier and Robert Usher. Film editor, Archie Marshek.

Plot: Dr. Rathbone, fake psychiatrist, has a phobia against all women, resulting from the unfaithfulness of his first wife in Vienna, whom he caused to commit suicide through the power of suggestion. He wins the affections of wealthy women, marries them, then methodically does away with them. In New York, he opens a swank suite of offices and acquires an expensive practice among wealthy neurotic women. Ellen Drew is one of his patients, and he plans to do away with her, too. Through his charm and suavity, he wins her, marries her. Meanwhile, Howard, a newspaper reporter and in love with Ellen, has been investigating Rathbone. When all the facts are sifted together, the psychiatrist, who by now is really in love with Ellen, tries to eliminate every obstacle that would reveal his past. When Ellen learns the truth, she faints. He plans to drop her from the roof of their apartment building, but Howard and the police arrive. In desperation, he jumps to his death.

Comment: When a picture can hold a spectator in its grip for 90 minutes without a letdown, that picture is great audience entertainment. Such is "The Mad Doctor." Dealing with a mad psychiatrist who woos weathy women, then causes their deaths so he will inherit their money, here is a film that moves slowly and methodically, yet suspensefully and grippingly, to its conclusion. Although one would class it as a horror drama, it is so well done and the performances so realistic, especially on the part of Basil Rathbone, Ellen Drew, Martin Kosleck and Ralph Morgan, that in truth it seems to be even above this designation, which has been pinned on other films far inferior. However, since the horror angle is a guaranteed method of during maximum crowds, it is evident that the designation will be profitably applied in this case. In every department, direction, photography, etc., the picture is first-rate, and whether those who see it are horror fans or not, it is bound to please them. Build your campaign along sensational lines, capitalizing on the eerie, psychological plot. In Los Angeles, incidentally, the picture was teamed with "The Monster and the Girl" on a "double horror and thrill show," with terrific business resulting at the box office. That's a cue for other exhibitors, though if yours is a strictly single-feature situation, you can make money by getting behind "The Mad Doctor" with every ounce of showmanship.

Catchline: "He loved . . . to kill! He killed for love!"

A Definition of Character

"Character in a man is shown by the integrity with which he holds the things he believes. He has the capacity to accept criticism or praise constructively. He is loyal to superiors and subordinates. He scrupulously avoids making comments about associates which he would not make to them directly. He meets his obligations and thoroughly completes tasks which he undertakes." —*J. E. Coston, Warner Chicago Theatre zone manager.*

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FUND DRIVES HIGHLIGHT ACTIVITIES AT TENTS

Washington

(*Continued from Page 9*)

Hardie Meakin. Appropriate plaque will be provided in each case.

Greetings to the new names on our roster: George M. Dorsey, cameraman for Pathe News; Walter Compton, of Double or Nothing Fame, American Broadcasting Co.; Richard Schlosberg, U. S. Army Motion Picture Department; Sam Jack Kaufman, musical director, Loew's Capitol Theatre; Dave Legum, leader, Sydney's Music; Arch Mercey, U. S. Motion Picture Director; Shirley Povich, sports columnist, Washington Post; Harry W. Willard, of Jam Handy Pictures; Dr. Sylvan Danzansky; Samuel J. Solomon, manager, Washington airport; Isaac Jacobson, pres., District Grocery Stores; Herbert J. Jacobi; S. Meyer Barnett, ass't treasurer, Reliable Stores Corp.; David Max; Max Rosenberg; Bernie Harrison, drama editor, *Washington Times-Herald;* Lawrence J. Heller, owner of Station WINX; Charles Gus Lynch, of Schine Circuit and George Lee Flax, branch manager Republic Pictures—Total membership is now up to 247, an increase of 58 over last year.

Welfare Chairman Rudy Berger reports contributions totalling more than $11,000, including the two dental clinics costing $3,000 each. Screenings were provided free to 16 public and private institutions. All in all the year was a grand success with many thanks to former chief Barker Sidney Lust.

Valentine lunch for the ladies was scheduled for February 14 at Willard Hotel.

Tent No. 12—Minneapolis

Membership Drive Planned . . . Ball and Dinner Dance, May 10 . . . Kings for a Day Luncheons Resumed

The new Twin City Variety Club's committees appointed by Chief Barker Ben Blotcky have lost no time in buckling down to real work and achieving substantial results. Milt Frosch, chairman of the membership committee, immediately launched a membership drive which already has been rewarded by the addition of eight members. And Lowell Kaplan and Charlie Rubenstein, two of the club's youngest barkers, co-chairmen of the entertainment committee, at once set out to liven up Saturday nights. Their initial efforts produced the acceptance of guest invitations by Anita Louise, lovely film star, and Jackie Heller, Ben Blue and other performers, appearing at Minneapolis theatres currently, all of whom put in an appearance after their last shows Saturday night. The well-advertised fact that they were to be on hand brought out the largest club crowd in more than a year and it was like old times. Incidentally, Miss Louise captivated everybody by her beauty, charm and graciousness.

What's more, monthly Kings for a Day luncheons will be resumed Monday, Feb. 17. "Hy" Chapman and LeRoy J. Miller, Columbia and Universal branch managers, respectively, will be the kings on this occasion. A good luncheon and prominent speaker are promised.

The executive committe has approved plans for the second annual ball and supper dance at the Hotel Nicollet, Saturday night, May 10. An even more entertaining affair than last year is planned. Net proceeds, of course, will go to the club's charity project, the Milk Fund.

A welcome is extended to the club's new barkers, brought in by Membership Committee Chairman Frosch and his cohorts. They are Harold Kaplan, St. Louis Park Theatre co-owner; Gordon Wilcox and Verne Sessler of Paramount; Jules Steele, St. Paul Pioneer Press film editor; Ben Edelman and Shayel Hochman, U. S. Air Conditioning Company; Dick Stahl and Pat Halloran of Universal, and Roy Wyland, American Rug.

Visitors this week included W. C. Gehring, 20th-Fox division manager, and Jimmy Grainger, Republic Pictures president . . . Abe Kaplan, one of the club's most valuable and popular barkers, has been in Swedish hospital, recovering from a minor operation . . . Alex Quam, the club's assistant steward, departs this week for Louisiana with the Minnesota National Guard of which he is a member.



Chief Barker Wm. Hicks (right) presenting Dr. George Bennett, president of the Maryland League for Crippled Children, with the title of the Pontiac Station Wagon, presented to the League by Tent No. 19 Variety Club, Baltimore, Md. The presentation took place at the third annual dinner dance.

Tent No. 17—Dallas

Deanna Durbin Visits Club . . . She Is Presented with a Scroll, Wings, a Wedding Gift and a Texas Hat

Deanna Durbin, Universal star, concluded a most successful two day visit in Dallas Monday where among many other activities she was guest of honor at the Variety Club of Texas' first annual ladies' day luncheon. When she departed she had added to her luggage four things she didn't have when she arrived, to wit, a scroll, a pair of wings, a silver bacon fork and a novelty ten gallon Texas hat made of cellophane. These articles are a little more significant than they sound.

The scroll, gift of Mayor J. Woodall Rogers, was presented to her at the Variety Club luncheon and proclaims her an honorary citizen of Dallas. In the absence of the Mayor on official business, the presentation was made by R. J. O'Donnell, toastmaster for the luncheon. The wings are significant of her trip to the Dallas Aviation School and Air College at Love Field, where she reviewed the aviation cadets and was made an honorary colonel of the corps. The wings were presented by Capt. H. A. Gunn and Capt. R. C. Cannon of Army Air Corps. The third is a wedding gift from a local jewelry store, among the first received by Miss Durbin, who will become the bride of Vaughn Paul, young Universal production executive on June 7.

The fourth, the ten gallon hat and a gift of the Variety Club, is an elaborate red and blue creation symbolic of the plains and cattlemen of the great Lone Star State. The presentation was accompanied by a Variety Club scroll.

Tent No. 18—Dayton

Several Barkers on Vacation . . . Ted Anderson Dies in Fire . . . Chief Barker Keyes Making Speeches

The winter vacation bug has bitten several of the barkers . . . Roy Wells and Eddie Herbert have gone to Florida . . . "Dutch" Hofferbert is making a tour of the south and southwest . . . Harry Condron, who gets the travel urge every month or so, took off a few days to visit Detroit and other Michigan points.

Recent guests at the club included Ada Leonard, Gertrude Niesen, Charlie Kemper, George Hamilton and orchestra, and Jack Duffy and band.

Ted Anderson, son-in-law of Burt Fiala, was killed in a fire which took the life of another man and burned four other persons . . . Ted was burned fatally while at a friend's house as the group were preparing to view some films.

Fred Krimm is sporting a new auto . . . Chief Barker Bill Keyes is still in demand as a speaker . . . He spoke at the annual Dayton real estate association meeting.

Tent No. 19—Baltimore

Rome Gets Silver Service . . . Azreal and Clark in Miami . . . Preakness Ball Committee Holds Meetings

At the third annual dinner last Saturday, outgoing Chief Barker Rome was presented with a silver service set by the tent. Chief Barker Hicks made the presentation.

Barkers Azreal and Clark of the *Baltimore News Post* are enjoying the sunshine and night life of Miami. They were present at the world premiere of "Back Street" along with 100 other newspaper men from all over the country.

The Preakness Ball committee held a meeting last week. The chairman reported all committees were functioning and reporting progress.

Barker Garman states that he expects to have his new de luxe Uptown Theatre open at Easter. The strings on the cash reserve have been let loose with the result that it will be the "last word" in "last words." Barker Schanberger of Keith's had a preview on "Back Street" at an admission of $1.00 for the benefit of the Maryland League for Crippled Children. With this preview and the station wagon presented by Tent No. 19 it will be possible for a number of crippled children to go to camp.

Tent No.22—Oklahoma City

Health Center Nears Completion . . . Short and McGraw of Dallas Visit . . . Griffith Host at Party

The Variety Health Center building is nearing completion and is expected to be formally opened about April 15.

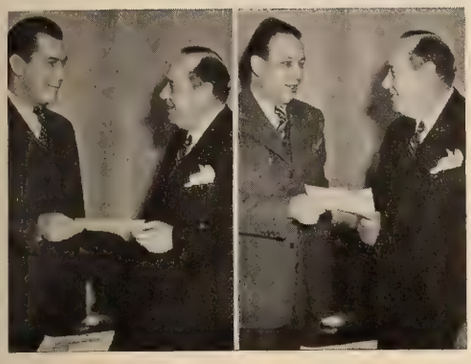
Chief Barker Paul Short of the Dallas Tent and General William C. McCraw were the guests of Chief Barker Louis C. Griffith of Oklahoma City, at the annual forum and luncheon of the Chamber of Commerce at which General McCraw was guest speaker.

Chief Barker Griffith tendered a party for members of India Temple, Shrine, Divan and band, February 6, at the club rooms. He gave another party for members of the Shrine Patrol and their women folk at the club rooms February 10.

A minor boiler explosion at the club rooms recently did little damage, injured nobody. Repairs have already been completed.

Delegates to the annual convention of the National Variety Clubs in Atlantic City, Mav 15-16-17, will be elected shortly.

Selling the Picture



Winners in Exploitation Contest

Two winners in MGM's Independent Exhibitors Exploitation Contest are shown receiving their checks from Jack Bowen, MGM district manager for New York and New Jersey. In the photo at the left is Alvin Sloan, of the Court Theatre, Newton, N. J., who won $25, while in the other Manager Sid Holland formerly of the Sheepshead Theatre, Brooklyn, N. Y., accepts $100 as the award for his campaign on "Boom Town."

Fitzpatrick Again Button Winner; This Time for GWTW Campaign

His outstanding campaign for the Waterbury, Conn., popular-price engagement of "Gone With the Wind" makes Ed Fitzpatrick, manager of the Poli, in that city, the first Loew exhibitor to win a second citation on MGM's Exploitation Honor Roll. Fitzpatrick recently won a Gold Button for his campaign for "Strike Up the Band."

Highlights of the "Gone With the Wind" campaign follow:

Mayor Scully issued a proclamation declaring a "Gone With the Wind" week in Waterbury. With the cooperation of the Chamber of Commerce, bargain days for shoppers were set during the run, with bus companies putting special schedules in effect to accommodate late crowds.

The Junior League distributed special invitations, reading: "Miss Scarlett O'Hara requests the pleasure of your presence at Loew's, etc." Those holding numbers corresponding to those posted in front of the box-office received guest tickets.

A young man was planted in front of the theatre with cot and blankets, etc., and newspapers played it up, stating that the young man wanted to be certain he'd be the first in line to see the film.

A large cake was secured from a leading bakery and placed on display in the lobby. It carried the copy: "First Anniversary Premiere of 'GWTW'." Sidewalks were stencilled: "GWTW is coming—Nothing cut but the price." A local radio station used a contest asking listeners to send in letters of fifty words or less on the subject: "Why I Want to See GWTW."

A special six-foot pass was made, carried through the streets and presented to the Mayor. A large book was built for lobby display with a pretty young lady, wearing a G.W.T.W. gown loaded by a leading store, stepping from its pages.

Select Favorite Scenes

Readers of the *Cleveland News* were asked to select their favorite "Gone With the Wind" scenes in a four-day contest planted by Joe Longo, Loew's Cleveland publicist, for the film's anniversary showing there.

Ginger Rogers Fashion Show Is "Kitty Foyle" Campaign Highlight

A Ginger Rogers fashion show highlighted the campaign arranged by Manager Earl Ochenbine of the State Theatre, East Liverpool, Ohio, for "Kitty Foyle." The show, sponsored by the Metz Fur and Dress Shop, featured the various gowns worn by Ginger Rogers in the film.

Other features included a book window tie-in with Ogilvie's Department Store featuring mounted still crediting the attraction, theatre and playdate; a tie-in with the East Liverpool high schools featuring "Kitty Foyle" stills in all school bulletins with theatre credit, and a "Kitty Foyle" quiz over the local radio station. In addition the State distributed fifteen half-sheets with stills in all East Liverpool restaurants and covered the towns of Chester and Wellsville with 14 x 22 cards crediting the attraction and playdate.

Football Trophy Award Wins Extra Publicity for "Rockne"

When the Oakmont, Pa., Lions Club planned to have yearly football banquets, Manager Steve Rodnok, Jr., took advantage of an opportunity to capitalize on the first one and at the same time to win valuable publicity for the engagement of "Knute Rockne—All American" at the Oaks Theatre by offering a trophy to the most valuable player in the Oakmont High School lineup during the past season.

The vote to offer the trophy was taken at the banquet, with the Lions Club collaborating with the Oaks Theatre in awarding it. After the winner was selected, he became recipient of the trophy at a special evening performance of "Knute Rockne—All American." The evening was designated as "All American O. H. S. Night." Prominent city and sports officials, as well as the football team, were present for the occasion.

Several inches of free publicity on the affair were promoted from the local newspaper. Business on the picture was outstanding. And Steve won goodwill for his theatre.

"Lady for a Day"

A stunt that cracked every local newspaper was that put over for "Little Nellie Kelly" by Graham Kislingbury, Fox, San Francisco. A little girl from a local orphanage was selected as a "lady-for-a-day," outfitted, driven about in a chauffered limousine, received the keys to the city from the mayor and had a luncheon tendered for her.

For Better Show Selling *Showmanalyses* Have Appeared In STR on Following Pictures

Adam Had Four Sons	This Issue
Arise My Love	Nov. 9
Back Street	Feb. 8
Bank Dick	Nov. 30
Escape	Nov. 2
Go West	Dec. 7
Her First Romance	Jan. 11
Kitty Foyle	Dec. 21
Land of Liberty	Jan. 18
Letter, The	Nov. 23
Melody Ranch	Nov. 16
Mr. and Mrs. Smith	Feb. 1
Philadelphia Story	Jan. 25
Son of Monte Cristo	Dec. 28
Spring Parade	Oct. 5
Thief of Bagdad	Dec. 14
Third Finger, Left Hand	Oct. 26
This Thing Called Love	Jan. 4
You'll Find Out	Nov. 23



Outline Selling Campaign

Plans for launching the Dave Loew-Arthur Lewin United Artists release, "So Ends Our Night," in New England by the Loew Poli circuit got under way recently at the New Haven offices as managers of the various theatres met with Oscar A. Doob, Loew theatres advertising chief; Harry F. Shaw, division manager, and Lou Brown, division advertising head, to outline the exploitation campaign. Shown around the table (reading clockwise): Shaw; Jack Simons, Loew's Poli, Hartford; Bob Russell, Loew's Poli, New Haven; Lou Cohen, Loew's Poli Palace, Hartford; Matt Saunders, Loew's Poli, Bridgeport; Manager Joe Samartano, Loew's Poli Palace, Meriden; Brown and Doob.

Anna Neagle Art Contest Sells "No, No, Nanette" in Dallas, Texas

An Anna Neagle art contest featured the campaign arranged by the management of the Rialto Theatre, Dallas, Texas, for "No, No, Nanette."

The contest, open to all art students in the high schools and Southern Methodist University, was sponsored by the Rialto and the *Dallas News* and *Times-Herald*. The theatre furnished all art classes with large stills or blow-ups of Anna Neagle which were used as models or copying mediums by the contestants. The contest was started two weeks prior to the film's opening and was also included as part of the regular art class sessions in class rooms. The medium, such as oils, crayon, chalk, charcoal or pencil, was left to the discretion of the contestants who, in addition, were instructed to use a surface not smaller than 22 x 28 inches for proper effect in display for judging purposes and exhibition.

The finished paintings and drawings were exhibited in the theatre lobby and in the window of the town's leading department store. A Board of Judges, consisting of competent individuals of prominence, decided on the three best works with appropriate prizes awarded to the winners. The *News* and the *Times-Herald* reproduced the winning drawings, giving credit to the winners and in addition ran a picture of the winners themselves as a local news item.

Pro and Con Proposition

Getting along in this business is a pro and con proposition—if you work hard, you'll be *pro*moted; if you make no effort, you'll *con*tinue in the same spot, or even lose out altogether. Success or failure? It's up to you.

Good Will and Groundwork For Admission Rise Urged

Bernhard Names These as Two Most Important Tasks for Ad And Publicity Men to Perform

CREATION of a public state of mind which would enable theatres to advance admissions within the near future to at least the 1930 level, and building of good will for the industry as an institution, are the two most important jobs the publicity and advertising men can perform today, Joseph Bernhard, general manager of Warner Bros. Theatres told members and guests of AMPA, at last week's meeting of the New York advertising and publicity mens' organization.

In urging the necessity of admission advances, Bernhard emphasized that he spoke for a general, steady advance, not "up-and-down" price scales for big attractions, which he declared to be a dangerous policy. "Keep up the juggling of prices," the Warner Theatre chief declared, "and you will shift emphasis from entertainment to price." That way, Bernhard warned, the theatre-going public will become price conscious to a dangerous degree. The result, he said, would be that "our customers will look upon prices as a trademark of quality."

Bernhard led up to the prescription which he said he as a theatre operator would like to see the publicity men undertake to fill, with a broad-gaged analysis of the industry's present situation and the problems it poses for all branches of the industry.

The industry, he said is "living on the public psychology of many years ago."

"We are still profiting from the early days of the movie business when it came into existence as the one great mass entertainment for the old and young. But that was the day when there was little competition for the entertainment dollar; the day when the public got the movie habit; when the saying was 'Let's go to a movie', instead of as now heard in the home—'Let's go and see this or that specific picture'. In the past the movie business built up tremendous good-will among the people. You always knew what you were going to pay at the box-office. The prices were uniform and the entertainment always satisfied, probably because of the novelty. I believe we are now in danger of losing that good-will, which is one of the most important assets of our business. That good-will is more precious than ever because of the competition which has grown up since motion pictures became the great mass entertainment. What is it that decides whether the family will turn the radio switch or go downtown or around the corner to see a movie? I admit it may be a particular picture; it may be for general entertainment; it may be that the theatre is a pleasant comfortable place to go and experience that change of scenery, thrill or excitement.



Joseph Bernhard, general manager of Warner Bros. Theatres, tells ad and publicity men their most important job is "to build good will for the industry as an institution," in an address at the AMPA luncheon, in New York.

"However, we don't play outstanding attractions fifty-two weeks in the year in a weekly change house, and surely less in a two or three change double feature house in the neighborhoods. Our steady patronage comes from the good-will which keeps the people coming to the theatre during the weeks and days when we don't have major attractions. They come because they have a friendly feeling toward the theatres which we must not lose. I think I can speak without contradiction if I say that ours is the only business in the country where such an asset is being dissipated.

"No other business is subject to such a constant barrage of criticism from people in all walks of life, including a United States Senator, criticism which is most unfair and unjust. No other merchandise, no other commodity that the American people buy is discounted in advance of being put on sale by the very newspapers and magazines that we support with millions of dollars of advertising every year. Before customers ever get a chance to read our advertising, commentators from Hollywood have already told them whether, in the individual opinion of that commentator, the picture is good, bad or indifferent," while the people who go to the motion picture," while the people who go to the motion picture theatres, and pay their money at the box-office, are only interested in the entertainment, and in most cases the customer doesn't care one way or the other if the picture is a prospect for the Academy Award as long as he gets his money's worth in entertainment."

Too Much Emphasis on "Art"

There is too much emphasis on the pictures as "art" by those writing for newspapers and magazines, and not the understanding that the industry is "an entertainment factory," in which the men who run the industry are in the business of making entertainment to please the masses—who "don't care one way or the other if the picture is a prospect for the Academy Award as long as they get their money's worth in entertainment."

What he would like, Bernhard said, would be to "read more often of some of the good work that our industry is doing."

"Only a national movie habit," he continued, "keeps us in business. This movie habit, the inclination of people toward the product of Hollywood, is absolutely indispensable if we are to keep the industry profitable. There are only a handful of magic names in Hollywood, names that possess box-office power.

"The result is most of the merchandise we offer the public requires intelligent, ingenious and enthusiastic selling. In this field lies the opportunity of the advertising men. I see picture after picture with entertainment quality as good as that of pictures containing magic names, pictures which occupy a great percentage of our screens, but do not gross enough money. It is these pictures which require and should receive the concentrated attention of every advertising man and every manager who is a showman. With the loss of foreign revenue how do we as exhibitors know how long Hollywood can pay the tremendous salaries to those magic names? It is because of pictures with lesser names, but high entertainment quality, that I, as one exhibitor, am ready to say 'Mr. Producer, we will help you build up new names'. And, gentlemen, that is your job—a tough one I admit."

Prepare for Higher Prices

"I would like to talk about another factor in which you advertising men are vitally interested because I believe you can help the industry. Every movie customer is paying us throughout the year on the average of 75c where he paid us $1.00 ten years ago. Undoubtedly the additional defense tax will make increases more difficult, especially in the lower brackets, but despite that fact we must, to protect the financial structure of our business, get additional nickels, pennies and dimes wherever we can, in a general raise of admission. I give you these facts because the technique and method of preparing the public to pay higher prices is your responsibility, you advertising men through whom the industry speaks to the public. When I speak of raising admission prices I mean a general raise in admission, not an occasional increase on big attractions. I am against this policy which distributors have tried out on several pictures in the past year."



Screen Stars Guests of Masella at Bridgeport

In the absence of Manager Harry Rose, Acting Manager Tony Masella of the Globe Theatre, Bridgeport, Conn., had the pleasure of entertaining the feminine lead of Republic's "Bowery Boy" when that film played there recently. She is Louise Campbell, who plays opposite Dennis O'Keefe in the picture. Shown above (l. r.): Manager Masella; Miss Campbell; Horace MacMahon, screen "tough guy" and in private life her husband; Mrs. Harry Rose, and Harold Engel.

Adam Had Four Sons

HERE'S a picture with a fine title, adapted from a best selling novel, with a cast of well known favorites and telling a story of universal interest. That makes four strong selling points right off the bat and furthermore, four strong reasons why the picture should be sold.

Taking them up one at a time, let's first consider the title. The four sons angle can be used in divers ways. Among the many ideas is one in which you advertise that any father appearing with four sons will be admitted free. Still another much larger, more far-reaching idea is to form a father-son club with your theatre as headquarters. If you don't want to be burdened with it forever, more or less, confine it to a father-son week, to coincide with the showing of "Adam Had Four Sons."

To do this, it would be best to work through the YMCA, the Boy Scouts, Rotary, Lions and Kiwanis clubs and similar organizations. During the week you can plan to have athletic contests of various kinds, or game tournaments. Either have the fathers arraigned against the sons or teams of fathers and sons against one another. The "sports" can include outdoor events such as swimming, track and field events, tennis and golf or such indoor diversions as ping pong, checkers, bowling or even an essay contest or intelligence test. The best prizes would be guest tickets for the winners plus a personal appearance on the opening night of the picture in which they are honored before the entire audience.

Series of Father-Son Events

To make this even more extensive, plan to have a number of events with a certain number of points for first, second and third in each of them, with the grand winner to be given some big prize. In this case, you will of course, have been able to promote some prizes from a local store or several merchants. The newspaper will have cooperated with you, if you have planned the affair correctly and the publicity given the events should be sufficient inducement to merchants to donate prizes. Well planned and carried through, this stunt can have the whole town talking about the picture.

To emphasize the book, carry in every ad the information that the picture was adapted from "Legacy" by Charles Bonner. Alfred A. Knopf, the publishers, have made up a special jacket for the book with the title of the picture on it. A special sales piece has been sent to distributors urging them to tie up with the picture. Contact local bookdealers as well as circulating and public libraries and get some kind of display in windows, on counters, etc. If the book had a good sale in your town, it might be a good idea to reproduce some of the raves from the reviews of the book and put them on a board in your lobby, together with copy tieing up picture and book.



Ads Tie Up With Book

Many of the ads available on "Adam Had Four Sons" stress the fact that it is adapted from the best selling novel, "Legacy." Since mere words may fail to get this point over, an ad like that reproduced above does the job even better, since it used words right out of the novel.

The cast of the picture is full of well known names. Warner Baxter has a long record of picture successes behind him. Ingrid Bergman, the leading lady, made a hit in "Intermezzo," her first picture. Helen Westley made her reputation with the New York Theatre Guild and has been in many films. Don't fail to use all the tieups suggested in the press book on these players.

The story of the picture is one of universal interest. The family is the backbone of the nation, as everyone is told frequently, and this picture is about a family—Adam and his four sons. To emphasize its appeal to women, write letters to the heads of various women's organizations in your city, telling them something of the story and giving the picture your personal recommendation.

General exploitation in all the many familiar forms can be applied to this picture. For instance, we have often suggested that any picture adapted from a book can benefit by imprinting heralds on pages of the book. Buy a couple of copies, tear them up and let the printer merely insert the name of the picture, the playdates and a catchline. Hand these out wherever a crowd gathers or have them delivered from door to door.

Your Columbia exchange has a supply of throwaways which not only tie up the picture with the book but make a decided impression as well. The front cover simply bears the words, "A page out of a book." Inside is a page from "Legacy" together with an illustration, and on the back is space for imprint.

There are several stills available showing the family group. Use of these in publicity or exploitation or as lobby displays will stress the family angle of the story, always popular with audiences. In addition you might use them as the basis for a number of contests. For example, if you can get your newspaper to print one of them, have the people of your town submit group photographs of their own families. Put the photographs up in your lobby. In smaller communities, folk will be interested to see what certain citizens looked like years ago. And then there is always a general feeling of amusement in looking at old photographs. Award prizes to the most interesting picture and to the funniest family group (restricting it to obviously comedy poses).

Still another idea is to have the photographs run in the newspaper, perhaps retouching them slightly. Use only those of well known local families and award prizes for correct identification of all the members.

Since the picture has such a strong father and son angle it might be a good idea to pick certain local men whose sons have become prominent in the city, too, and run photographs of father and son together in your newspaper. You might also arrange to have a local photographer snap the pictures of any father and his four sons in your city and then award a considerable prize to the father who gives the best answers on how to bring up four sons. This will tie in perfectly with the picture.

In the picture, Adam's four sons join the Army in the first World War. A timely angle would be a search for any father in your community who has four sons in service. He might be honored with a banquet and appropriate newspaper publicity as the most patriotic father of the community. This, too, would tie up perfectly with the picture.

Screenplay by William Hurlbut and Michael Blankfort. From the novel, "Legacy," by Charles Bonner. Directed by Gregory Ratoff. Produced by Robert C. Sherwood.

An SRB Showmanalysis

(REG. U. S. PAT. OFF.)

There's a still (No. 14) showing the Stoddard family in an automobile of 1907 vintage. The car is an Oldsmobile, so contact the Oldsmobile dealer in your city and arrange to have a display in the window built around the car. If one of the cars of this vintage is available, it would be an excellent idea to use one in a street ballyhoo. A line like this would tie up picture and automobile perfectly: "'Adam Had Four Sons' and wisely chose an Oldsmobile. Smart men today pick an Oldsmobile, too." Then follows copy urging the reader to see the picture at your theatre and the automobile at the dealer's agency.

Another excellent tieup still (No. 83) shows Johnny Downs and Susan Hayward reading what is very obviously a Western Union telegram. This still should be your ticket of admission to every Western Union office in town. Aside from this, Johnny is shown in a Canadian uniform, which also makes it timely. Copy could suggest that the men in camp would like to hear from home via telegram.

Banks and trust companies can be tied up to the picture. Insurance companies, too, can use this idea: "'Adam Had Four Sons' and wisely planned for their future." Then follows copy explaining that he established a trust fund, had an insurance policy and so on.

Sell Women With Fashion Stills

Fashion stills are always a good tieup and fashions are a magnet for the women. Easter is fast approaching and the women are becoming style-conscious. Both Ingrid Bergman and Susan Hayward appear in some interesting costumes, and these can be used on the women's page of the newspaper or in department stores and women's specialty shops.

You'll find among the stills a number in which Warner Baxter or other male members of the cast are wearing bathrobes or dressing gowns, or some other article of apparel which can be plugged by local haberdashers with due credit to the picture.

Space prohibits our going on and giving you many more ideas which you can get out of those given above. The picture, for instance, received a rave from *Look* magazine in its first issue carrying movie reviews. Blow this up for the front. Do all you can to put "Adam" over and he and his four sons will repay you well.



Get Your Own Family Tintypes

To stress the family angle, blow up this still in the lobby and use it in the newspapers announcing a contest for the best family group pictures. If enough entries are obtained, publish them in the newspaper with a little retouching perhaps, to make it harder, and award prizes for correct identifications. You can also post them in the lobby.

Program Exchange

Briemann Utilizes Heralds in Effective Manner; Pringle's Safety Item Hits Home

ALTHOUGH we have several programs to discuss today, we just don't know how to begin. We're trying to begin without mentioning the weather, but when we look out the window and see the glorious sun shining down, when we open the window and feel the crisp, cool air—ah, well—how otherwise *could* we begin?

And so, now that we have begun, we'll take a look at some of these programs. One or two we've never seen before, but we'll get around to discussing them a little later. Of course, it has been several weeks since we last heard from Tommy di Lorenzo up in New Paltz, N. Y. Not that Tommy is neglectful—not at all—he's kept pretty busy making his New Paltz Theatre the choice of moviegoers. For any live exhibitor, this is a real job. He can't merely sit around and expect the crowds to flock to his box office. He's got to get out and exploit his attractions and his theatre. Now someone may get the idea that just because we single out Tommy as a busy theatreman simply because he doesn't always send in a copy of his program is inferring that he (that someone we mentioned) has nothing to do but send programs. Nothing could be further from the truth. Every good showman is busy, and we know they take valuable time out to let us know what they are doing in the way of selling their attractions via programs. We mention Tommy only because—say, this is getting a little complicated. Suppose we stop and take a look at his program.

Well, for one thing, he's getting along most of the time with one feature and a goodly assortment of short subjects. Such a policy must pay, for only on one day do we find two features billed. Pardon us, we also find it again. But for the most part, it's a single and shorts. Now if we were in New Paltz, here's a program that would appeal to us: 1—Clark Gable and Hedy Lamarr in "Comrade X"; 2—March of Time, "Mexico"; 3—"Land of Flowers," narrated by Lowell Thomas; 4—Paramount News. Personally, we'd rather see those short subjects than a second feature. But wait! This isn't the Short Subject Section. We'll save our remarks for that section.

For a long time, Manager Tom Pringle of the Ideal Theatre, Toronto, Canada, has been preaching the importance of safety. This week, through his assistant, Sam Campbell, he gives an example that strikes close to home. In an item headed, "Your Indulgence for a Moment, Please," he writes: "We wish to apologize for the delay in the delivery of last week's Ideal Theatre News. 'Bill' Ashdown, the man who delivers the News, and his wife were involved in a serious automobile accident on Jan. 22. Both were taken to the East End General Hospital where they are now undergoing treatment. At press time their condition is not definitely known. Please! Please drive carefully!"

To the Exchange this week comes a new member, Manager William Briemann of the Ambassador Theatre, Baltimore, Md. We can truthfully say we've never seen a program like his; rather, we have never seen a program put out in the way his is. Ain't that awful English? Well, anyway, he most generally uses the regular herald furnished by the distributing companies on each important attraction. In the blank space provided on the back he lists his week's attractions, also those for the week following. The herald is mailed in an envelope on the back of which is printed the list of attractions for two other houses over which Briemann has supervision. And on the address side of the envelope he announces the Ambassador's attractions for the coming week.

It all appears rather impressive to us. Those envelopes going through the mail are sure to be seen by lots of people. And people receiving them will be sure to see the announcements on the outside. Believe it or not, the heralds look plenty flashy. Briemann sends us one on "The Thief of Bagdad" and "Comrade X," and they're packed to the hilt with color, catchy copy and good illustrations. We know some exhibitors who would order a lot of heralds and then literally throw them around instead of distributing them in the proper manner. But not Briemann. He distributes them effectively by making them his weekly program announcement. We'd like to hear from other exhibitors who are doing much the same. And we hope Briemann retains us on his mailing list.

We might have mentioned that he doesn't force these heralds on his public—the public *requests* them. At the present time he mails 4,500 of them out each week. That's something to crow about.

Two calendars arrived this week—one from M. H. Alger of the Marius and Alger theatres, Lakeview, Oregon, and the other from the Rose and Wallace theatres, Levelland, Texas. One thing we notice about these calendars is the fact that nearly all advertise two theatres, with the calendar for Theatre A on one side and that for Theatre B on the other. Alger has "dressed up" his program this month with a large halftone cut of Sabu, star of "The Thief of Bagdad." Institutional messages highlight the calendar from Levelland. Here's one about February:

"February may be the shortest month of the year . . . but . . . we're going to make every one of February's 28 days happy ones for you . . . by presenting a month of the biggest and best pictures ever made . . . a month chock-full of entertainment is our Valentine gift to you . . . every picture is a sweetheart . . . just look at this list of great shows coming during February . . . the pictures you have been waiting for . . . you've read about them . . . you've heard about them . . . so, keep this calendar . . . February is short, but you can make it sweet if you see these outstanding February hit shows."

We almost forgot to mention W. S. Samuel's calendar for the Lyric Theatre, Port Neches, Texas. The color scheme is red, white and blue. It's just as attractive as the others.

We still have some more programs we'd like to discuss, but we simply can't stretch this space. So they'll have to wait until next week. And we hope you'll be waiting, too, for we'll be seeing you then.



Note the Teaser Question

You've seen the front page, now take a look at the back page of a recent program issued by Tommy di Lorenzo, manager of the New Paltz Theatre, New Paltz, N. Y. Note the space provided for new patron-subscribers. Note also the teaser question at the bottom, designed to make one look forward to the next issue. Other exhibitors could use a similar idea.

Members Added This Week

Leo Raelson, Farrel Theatre, Ozone Park, L. I.
Pete Laney, Rialto Theatre, Casper, Wyoming.

--Your Application Blank--
Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW

1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....

Theatre .....

City .....

State .....

Money Dates

MARCH

16th

NATIONAL WILD LIFE RESTORATION WEEK. Sponsored by the Wild Life Federation, 1626 K Street, N.W., Washington, D. C. This is a good time to play a subject concerned with hunting and the great outdoors. Tie up with local conservation groups on such subjects.

17th

ST. PATRICK'S DAY. Any picture with an Irish background would be good for this day. Dress your whole theatre in green, and wear a green tie yourself. All of your employes should do the same. Tie up with the local chapter of the Ancient Order of Hibernians.

20th

SPRING BEGINS. Change the decorations in your lobby to conform to the new season. Get floral decorations even if they are hothouse flowers. A Spring fashion show would be just the thing. On any picture with a romantic angle, tie up with date and the picture with the line, "In the Spring a young man's fancy. . . ."

21st

JOHANN SEBASTIAN BACH, composer, born 1685. An organalogue of Bach's music would be particularly appropriate to observe the anniversary of his birth. Let local music groups know that you are wide awake enough to know of these matters.

HELPFUL HINTS

(Ed. Note: This is one of a series of timely and valuable letters prepared by Charles H. Ryan for managers of Warner Chicago Theatres. His advice could readily apply to theatres everywhere. Therefore, we suggest you clip and save these "Helpful Hints" as they appear from time to time.)

The Public Be Pleased

A successful theatre should breathe an atmosphere of inconspicuous refinement. It should offer a service that is distinctive, yet not obtrusive.

A truly successful manager is the one whose theatre is considered the dominant theatre in his community—his theatre is accorded first place because of the spirit that dominates the employes—because his advertising invites confidence, and because the service that is offered to patrons stands supreme in his community.

A theatre that carries with it an atmosphere of gloom cannot be successful. Theatre-goers are looking for diversion and happiness. Therefore, it is not surprising that they will give the "Gloom Theatre" absent treatment. What we need most in any theatre is atmosphere that will gladden a patron for an entire performance.

There should be hospitality apparent the moment a patron enters the doors of your theatre—not insincere, counterfeit courtesy. A good manager cultivates among his staff a genuine spirit of hospitality and encourages a sunny disposition by setting a good example himself.

A service such as this will sell your theatre to the public more than anything else.

Anderson Ties Up with 4-H Club on "Barnyard Follies"

Clyde Anderson, manager of the first run American Theatre in Butte, Mont., used the 4-H Club tie-up on Republic's "Barnyard Follies" as the basis for an excellent promotion which resulted in better-than-average business on the picture.

Anderson sent a letter to all the teachers in the county a week in advance of his booking, stressing the 4-H Club activities shown in the picture, and asking them to notify their students about "Barnyard Follies." He dressed his usherettes and cashiers in short gingham kiddie dresses, carrying signs on their backs telling about the opening. He engaged several hayracks, which carried advertisements announcing that all patrons who called the American Theatre would be given a free ride to the house to see the picture.

Showmanship Marks Campaign On "Kitty Foyle" in Memphis

The management of Loew's Palace Theatre, Memphis, Tenn., assisted by RKO Radio exploiteer Gardner Wilson, reached practically every citizen in their community in their campaign on "Kitty Foyle."

Printed literature and posters were given a tremendous play. The special printing embraced 2,000 personal letters, mailed to women's clubs and business women's clubs, featuring what the book critics said about the picture. Imprinted book-markers, window cards and automobile bumper strips were used profusely in the city and 10,000 heralds crediting the attraction, theatre and playdate were given out to women at all factories and office buildings in and near the city.

Can Grow No Faster

A man's ability to succeed can grow no faster than his knowledge of the things that bring success.



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ASTOR FILM CO. OF SO. CALIF...Los Angeles	SUPERIOR FILMS, LTD.....Toronto, Can.

CHARLOTTE.....BOOKED BY SAVINI FILMS, ATLANTA

George Pal Puppets Up Award Values in STR Short Subjects Contest

As showmen all over the country plot ideas for more dynamic short subject campaigning under the stimulus of STR's Short Subjects Selling Contest, the inducements to entrants take a big boost with announcement that George Pal Productions, Inc., will augment the cash prizes with donation of a number of puppet stars of "Puppetoon" productions he has made for Paramount release.

The puppets are beautifully executed and colored, as all who have seen the Pal productions so far completed have testified, and make an additional prize that will be greatly treasured by winners receiving awards for their ideas in the STR Short Subjects Selling Contest.

Full details covering rules of the contest were published in SHOWMEN'S TRADE REVIEW, issue of February 1st. As announced at that time, STR will publish a coupon every week. There is a coupon below, and many theatremen are presenting these to members of their staffs, so that as many employes as desire may participate in the contest which offers 13 cash prizes, totaling $100.

STR will publish the complete rules of the contest, which closes April 18th, 1941, again in the issue of March 1st.

The thanks of this publication and all theatremen are hereby publicly expressed to George Pal, David Bader and the entire organization of George Pal Productions, Inc., for the offer to augment the cash prize awards with some of the original "Puppetoon" stars.

Theatremen who have not yet started to work out their selling ideas for entry in this swell contest are urged to get on the job. The George Pal offer means that some winners of cash will receive in addition to the money a puppet star—perhaps Jim Dandy, or The Gypsy Princess of the gorgeous "Dipsy Gypsy" Puppetoon. Imagine what a proud display that will make for a theatre lobby, and later for prized possession of the showmen who carry off these added awards in the STR Contest!

Watch for further details about the puppets next week.

YOU MAY WIN!

STR's short subject idea contest is open to all theatremen. Here's a coupon—use it with your suggested plan for selling shorts to the public. See issue of February 1st for rules and money prizes.

I am entering the SHOWMEN'S TRADE REVIEW Idea Contest with my letter enclosed.

Name.....

Theatre.....

Street Address.....

City.....**State**.....

Meet Your Exchangemen

David E. Ross (MGM)



Dave has had quite a career. First, he was a stenographer in the Dayton, O., police dept. and then joined the National Cash Register Co. In 1919, he went to California but his acting ability wasn't in too great demand so he sold tires and worked as an extra. Then he got a job with Famous Players and became a salesman in Detroit, later being transferred to Cleveland, to Indianapolis, Cincinnati and Atlanta. He quit to run a New York night club but returned to selling films for Paramount in Chicago. After a year, he joined MGM as salesman in the Windy City, later being transferred to Milwaukee.

Harold J. Green (Columbia)



Harold is 33 years old, having first seen the light of day in Utah on December 26, 1907. He started in show business in 1924, spending six years with Louis Marcus and the Publix Theatre in Salt Lake City. In 1930 he joined Columbia as a contract clerk and was advanced to the position of booker and assistant manager. Then in 1936 he was again promoted. At that time he became a salesman, covering Utah and Nevada.

William S. Jones (RKO-Radio)



Bill started away back in 1900 as a projectionist with Nash and Burrows. From 1902 to 1911, he managed the Amusement concessions at several resorts in Winnipeg. In 1911, he became manager of the Columbia Theatre in Winnipeg. Then in 1917, he went into distribution, becoming branch manager for First National, and then for Fox. He went to California in 1922, but returned to Canada in '26 as Vancouver manager for Universal. In 1928, he became FBO manager in the same city and has remained through the mergers

Theodore Meyers (Universal)



Ted has been selling something or other, ever since he got out of school. He began as a wholesale salesman for Marshall Field & Co. in 1906. Four years later he sold coal for the H. S. Richardson Coal Co. In 1914, he started selling pictures for Pathe. In 1927, he joined FBO, and Universal got him in 1929. Since that date, he has been selling them for Universal out of the Windy City and he boasts many friends there.

Guy Bradford (UA)



Guy has one of the longest sales records of anybody who is still on the selling end of the film industry. His first job was with K.E.S.E. as a salesman in 1916. In 1923, he joined Universal but left after a year, only to return in 1929. He came to United Artists in 1936 and now sells in Kansas City. His home is in Springfield, Missouri. He's married, the father of two children, and makes quite a hobby of fishing.

Dudley G. Forry (Monogram)



Twenty-eight years on the Los Angeles Film Row are behind Dudley, who started in 1913 with California Film Exchange — then an all around film supply house. They handled everything from films to supplies. Then he joined Sol Lesser's Golden Gate Film Exchange in 1915, which later became All Star Feature Distributors. He remained with that company for 21 years, resigning in 1936 to join Monogram. He has been with the latter company ever since, as booker and office manager.

Joseph S. Stout (Republic)



Joe is an old-timer in the industry, having started with World Film Corp. before the War. In 1918, he joined Metro as a salesman and in 1920 entered show business for himself in San Diego. He joined Universal in 1921 and remained as a salesman until 1923, when he joined PRC, where he was manager in Los Angeles, retaining the post when Pathe merged with the company. He was later with RKO and Columbia and joined Republic as city salesman in 1938.

George Gaughan, Jr. (Para.)



George is another conspicuous example in refutation of the allegation that there is no future for a theatre usher. From the service staff of the Empire Theatre in his home town of San Antonio he moved up rapidly to become publicity director of the big Texas Theatre. Illness was responsible for his subsequent career in distribution. Joining the Paramount forces in the San Antonio Exchange as assistant shipper in 1931, he was transferred to Dallas as a booker and since then has served with conspicuous success as booking manager or salesman in Dallas, San Antonio and Oklahoma City. He has been on his present job as booking manager of the big Dallas office since last September.

Short Subject Reviews

Americans All *(Good)*

RKO-Radio (13,107) March of Time No. 7 18 mins.

This subject treats of immigrants and their history in the building of the country. Some emphasis is also laid on present-day immigrants escaping from war-torn Europe. The picture shows some well known Americans who were foreign born, as well as scenes of activities in which aliens are playing a leading role. Contact Americanization groups in your town and all others interested in improving the lot of the foreign born. Your newspaper might run stories of prominent local men who were born abroad.

Fair Today *(Good)*

Univ. (4346) Lantz Cartune No. 6 7 mins.

The idea of an off-screen commentator taking the audience on a mythical tour is very well done in another series of cartoons produced by another company, with the result that patrons are apt to make comparisons. As used here, the idea isn't quite as effective, but there are still some good gags which will keep audiences happy. A county fair is the subject of this Technicolor cartoon, which was produced by Walter Lantz.

The Temperamental Lion *(Amusing)*

20th-Fox (1556) Tech. Terry-Toon No. 6 7 mins.

It must be humiliating to be captured and placed in a zoo. At least that's how the lion in this cartoon feels about it, and he isn't satisfied until he has escaped, engaged his captor in a free-for-all, wins, and then sits down in the captor's chair to have a drink. The situations are far-fetched, of course, as they are in all cartoons, but it all makes for amusing, if not riotous, enjoyment for audiences. Paul Terry produced this Technicolor subject.

What a Little Sneeze Will Do *(Good)*

20th-Fox (1506) Terry-Toon No. 6 7 mins.

Oscar is happy until he sneezes; then his well-meaning friends load him down with several kinds of remedies. Not knowing which to take, he pours the contents of all the bottles in a pan, drinks the mixture. A nightmare follows in which the bottles come to life and pursue him. But he awakens all the wiser for his experience, and ejects a peddler who tries to sell him a tonic. There are several laughs in this cartoon, which was produced by Paul Terry. You might arrange a drug store tieup along this line: "Never take advice from a friend when you have a cold . . . see a doctor . . . then let us fill your prescription . . . and don't fail to see 'What a Little Sneeze Can Do' at the Blank Theatre."

Going Places No. 86 *(Interesting)*

Univ. (5356) Going Places 9 mins.

The cameraman goes "South of the Border" to give audiences some interesting and colorful aspects of two states in northern Mexico—Chihuahua and Sonora. One gets some fascinating glimpses of the occupations of the people as well as many reminders of old Spain. Graham McNamee is the commentator, and the subject was produced by Joseph O'Brien and Thomas Mead. Since many winter vacationists are "going south," the angle should be used in a tieup with travel agencies. You might also conduct a quiz among geography and history students.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning February 15)

CRITERION—You, the People (MGM) rev. 1-4-41; Our Milky Way (Old King Cole Pictures).

GLOBE—Porky's Hired Hand (Vita.) rev. 12-28-40; Henry Busse and His Orchestra (Vita.) rev. 11-30-40.

PARAMOUNT—Mommy Loves Poppy (Para.) rev. 11-23-40.

RADIO CITY MUSIC HALL—Mr. Mouse Takes a Trip (RKO-Disney) rev. 11-16-40.

RIALTO—He Asked For It (RKO-Radio) rev. 9-14-40; The Rodeo Goes to Town (20th-Fox) rev. 2-8-41.

RIVOLI—Mr. Mouse Takes a Trip (RKO-Disney) rev. 11-16-40.

ROXY—Training Police Horses (20th-Fox) rev. 2-8-41; Mississippi Swing (20th-Fox) rev. 2-8-41.

STRAND—Wild Boar (Vita.); Dog in the Orchard (Vita.) rev. 1-18-41; Shop, Look and Listen (Vita.) rev. 12-28-40.

Sky Raiders *(Aerial Thrills)*

Univ. Serial 12 Episodes, 20 min. each

That the serial producers would concoct a week-to-week plot about saboteurs and the nation's air defense was a foregone conclusion, and Universal has beat the others to the screen with "Sky Raiders." While the situations may seem a little exaggerated to critical audiences, juveniles for whom the film was evidently designed, will find enough in it to keep them pestering their parents for the price of admission each week. Briefly, the plot concerns the efforts of a gang of saboteurs to steal a new pursuit plane Donald Woods has designed for the U. S. Army, with further developments taking place in each succeeding chapter, the first three of which show promise. Besides Woods, the cast includes Robert Armstrong, Billy Halop, Kathryn Adams, Eduardo Ciannelli, Bill Cody, Jr., and others. Tieing in with current war headlines and staging a model airplane contest among juveniles are two important selling angles exhibitors should not overlook.

Wild Oysters *(Unusual)*

Paramount (HO-5) Animated Antic No. 5 11 mins.

Involving the process already tried by other producers, this subject utilizes sets and puppets instead of cartoon characters and drawn backgrounds. The advantages are an increase in realism to some extent and the attention of the audience to something new. This particular subject concerns the little mouse who first traps the cat and dog by fastening their tails in knots tied under the floor and then proceeds to ransack the kitchen. However, he is chased by some oysters and finally rescued by his spouse. The subject can be sold by billing it as something new and unusual.

Unusual Occupations No. 3 *(Good)*

Paramount (LO-3) Unusual Occupations 10 mins.

Among the unusual occupations in this film are those of Alice Daly, who cuts out and dresses paper dolls; G. G. Hutton of Miami, Okla., who is mahout to a 3,000 pound mechanical elephant; Ab Jenkins, Salt Lake City's Mayor, who is a champion automobile racer; Harmon Runzie, of New York, who earns his living by walking on mattresses; William Murray of Chesterton, Ind., who has created a perfect village in his back yard; Eiffel G. Plasterer of Huntington, Ind., who supports his family on soap bubbles. The subject is up to the usual standard. Fairbanks and Carlisle produced.

Two for the Zoo *(Good)*

Paramount (GO-4) Gabby Cartoon No. 4 7 mins.

Gabby comes upon a Kango, the like of which he has never seen. He offers to take it to the zoo. The Kango, something like a kangaroo, stuffs its baby in its pouch and Gabby alternately leads baby and mother, to his consternation. He finally gets to the zoo but the mother Kango chases him and he has to take refuge in the lion's cage. Dave Fleischer directed.

. . NEWSREEL SYNOPSES . .

(Released Saturday, February 15)

MOVIETONE (Vol. 23, No. 46)—Willkie at Senate hearing; British freighter overturns; Gas main explosion at Philadelphia; Soldier Scott and dog reunited; Beauty contest for British relief; Dog show in New York; Parachute class at Lakehurst, N. J.; Ski meet at Iron Mountain, Mich.

PATHE (Vol. 12, No. 49)—Willkie at Senate hearing; British freighter overturns; Dog show in New York; Explosion shakes Chicago Loop; Polar bear club in Chicago; Construction at Camp Blanding, Fla.; Indoor soccer debut; Ski meets at Winter Park, Colo. and Dartmouth Winter Carnival.

NEWS OF THE DAY (Vol. 12, No. 244)—Willkie at Senate hearing; British freighter overturns; Soldier Scott and dog reunited; Gas main explosion in Philadelphia (Philadelphia only); Explosion shakes Chicago Loop (Chicago only); Buckeye Division Chief reports (Cincinnati and Cleveland only); Parachute drill at Lakehurst, N. J.; Amateur sluggers in Golden Gloves tourney; Ski meet at Iron Mountain, Mich.; Dog show in New York.

UNIVERSAL (Vol. 13, No. 954)—Willkie at Senate hearing; Parachute training at Lakehurst, N. J.; Soldier Scott and dog reunited; Philadelphia gas main explosion; Explosion shakes Chicago Loop; Carnival for Aid to Britain; Fight in soccer game at Madison Square Garden; Big leaguers slenderize at Hot Springs, Ark.; Polar Bears Club in Chicago; Dog show in New York.

PARAMOUNT (No. 49)—Defense measures in Puerto Rico; Gas main explosion in Philadelphia; Arkansas farmers moved off land by Army; Soldier Scott and dog reunited; Nurses join Red Cross; Cameraman John Dored returns; Willkie at Senate hearing; Dog show in New York.

(Released Wednesday, February 12)

PARAMOUNT (No. 48)—Seabiscuit sees statue unveiled; Benefit for Greek War Relief; Admiral Nomura arrives in U. S.; Flying fortress crashes in Nevada; New postal truck for R.F.D. service; Sound-and-motion mural for art lovers; Willkie returns from England; British fleet pounds Libyan coast line; Australians' land drive; British capture thousands of Italians.

MOVIETONE (Vol. 23, No. 45)—Willkie returns from England; Annapolis graduation; "Ark Royal" helps bomb Genoa; Churchill and Hopkins inspect shipyard; King George decorates R.A.F. heroes; Benefit for Greek War Relief; Army midget infantry cars; Baseball stars play golf; Seabiscuit sees statue unveiled; Lipton Cup Regatta at Miami Beach.

NEWS OF THE DAY (Vol. 12, No. 243)—British army drives into Ethiopia; "Ark Royal" helps bomb Genoa; British troops trained; Benefit for Greek Relief; Willkie returns from England; Admiral Nomura arrives in U. S.; Annapolis graduation; Army midget infantry cars; Seabiscuit sees statue unveiled; Lipton Cup Regatta at Miami Beach; Baseball stars play golf.

PATHE (Vol. 12, No. 48)—Willkie returns from England; British mop up after African drive; Personalities take over new posts; Army tests midget cars; Film stars hold Greek War Relief benefit; Youth returns from Siberian prison; Highway post office service starts; Seabiscuit sees statue unveiled; Lipton Cup Regatta at Miami Beach.

UNIVERSAL (Vol. 13, No. 953)—Willkie returns from England; Winant new ambassador to Britain; Admiral Nomura arrives in U. S.; Annapolis graduation; Army bantam autos tested; New U. S. mail truck; Miami hails Deanna Durbin; Film stars hold Greek War Relief benefit; Baseball stars play golf; Seabiscuit sees statue unveiled; Lipton Cup Regatta at Miami Beach; Norsemen ski meet.

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

Brenda Marshall, Olympe Bradna and William Lundigan have been boosted to the top-spot positions in Warner Bros. "Highway West," marking the first time they have worked together. Willie Best has also been set for a spot in the comedy which rolls this week under the direction of William McGann.

Clarence Brown, MGM producer-director, is playing host to Lt. Henry Neville and Lt. Charles Crosby, two U. S. Army officers. The men are conferring with Brown on technical details for his forthcoming assignment, "The Uniform."

Jack Oakie has had to decline the featured comedy role in Gene Markey's forthcoming production at Columbia, "The Great Lady," because of his commitment in "Navy Blues" at Warner Bros. Oakie is currently working in "The Great American Broadcast" at 20th Century-Fox, and reports for "Blues" in about three weeks.

"Tumbledown Ranch in Arizona," latest in the "Range Busters" series for Monogram, goes before the cameras late this month. In addition to the three stars, Ray Corrigan, Max Terhune and John King, the picture will introduce the University of Arizona Glee Club, and will be filmed entirely at Tucson.

Producer-Director Herbert Wilcox added John Ward, Keith Hitchcock, Edward Mortimer and Peggy Remington to the cast of RKO's "Sunny," Anna Neagle starrer.

Lana Turner was handed the second feminine lead in MGM's "Dr. Jekyll and Mr. Hyde," with Spencer Tracy, Ingrid Bergman, Donald Crisp and Ian Hunter. Victor Fleming is directing.



You Take the High Note

Penny Singleton practices one of the songs she sings in Columbia's "Blondie Goes Latin" with Morris Stoloff, head of the studio's music dept.

Smiley Burnette, Gene Autry's comedy partner at Republic, has been assigned to one of the top roles in "County Fair," Lulu Belle and Scotty feature.

Monte Banks, former member of the Keystone Kops, returns to the screen for the first time since 1928, in one of the top comedy roles in 20th Century-Fox's "Blood and Sand," Tyrone Power starrer. Banks joins a cast which includes Linda Darnell, Alan Curtis, Laird Cregar, John Carradine and Lynn Bari.

James Rennie was signed by Paramount to appear in "Skylark" currently before the cameras under the producer-directorship of Mark Sandrich. Claudette Colbert, Ray Milland and Brian Aherne are co-starred.

A complete auto court has been built on a sound stage at Columbia for scenes in "Under Age," which features Nan Grey, Alan Baxter, Tom Neal and Mary Anderson. Edward Dymtryk is directing.

Producer Joe Pasternak has gone to Palm Springs to join Director Henry Koster and writer Norman Krasna where they will work on the shooting script of "Almost An Angel," forthcoming Charles Laughton starrer for Universal. The picture is scheduled to go into production the middle of next month.

Republic expects to put "Lady from New Orleans" before the cameras late this month, when Ona Munson returns from New York. Miss Munson has the title role in the picture.

Anne Shirley's next starrer for RKO will be "Father Takes a Wife," with Alberto Vila slated for the male lead. The picture goes into production early next month under the direction of Jack Hively. It will also be Signe Hasso's first American film.

Choice for the leading feminine role in David O. Selznick's "Jane Eyre," lies between Vivien Leigh, Katharine Hepburn and Joan Fontaine. Selznick is asking Bronte fans to submit a choice of one of these three stars.

Paramount's "Aldrich Family" series will have to have a new leading man because Jackie Cooper is growing up so fast, he won't be able to play his young boy role. A substitute will also be sought for Eddie Bracken. The next production will be "Henry and Dizzy," and a quest for other performers is in progress now.

George Weeks, producer of Monogram's "Range Busters" series, has purchased a musical by Bernie Giler and Bill Watters called, "South American Tour."

Lloyd Nolan has completed his co-starring role in Universal's "Mr. Dynamite," and checks in at Paramount March 4 for one of the top roles in "Two Bad Angels."

New Feature Length Cartoon To Cost Million Dollars

"Mr. Bug Goes to Town," the first modern story in feature cartoon form, went into actual production at the Fleischer Studios, following a year's preparatory work. The new million-dollar Technicolor production will be ready for release by Paramount, late this year.

Based on the first story ever written for a feature length cartoon, "Mr. Bug" will require the labor of approximately 700 artists ten months to complete. It is neither fantasy nor fable, and, according to Dave Fleischer, production head and director of the new film, departs from everything heretofore accomplished in the cartoon field.

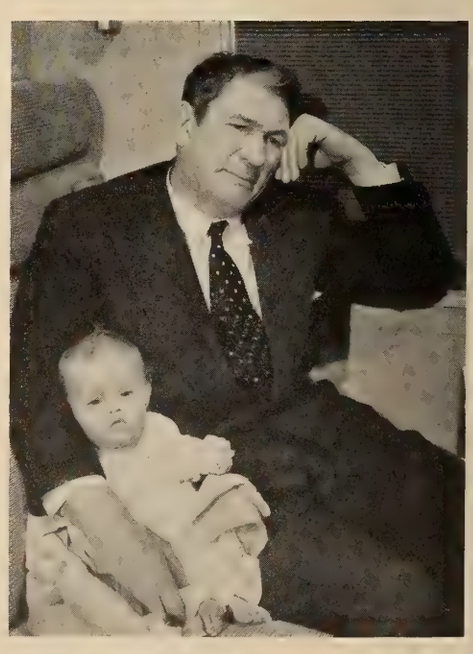
Explaining his reason for selecting a modern, dramatic story for the new production rather than a fantasy, Fleischer declared that, in his opinion, the field of the animated cartoon is unlimited.

Sanders Out of "Saint" Series

George Sanders will not be seen in RKO's "Saint" series, according to an announcement from the studio, which states that they will be produced in London. Sanders' contract with 20th Century-Fox calls for him to remain in this country. "The Saint's Vacation," is the next in the series, and Producer Howard Benedict is looking for a new star.

Goldwyn Preps "Little Foxes"

Bette Davis in "The Little Foxes," with William Wyler directing, will be the first picture to be produced by Samuel Goldwyn, now free to make any distribution deals away from United Artists.



All in a Day's Work

Hard-boiled Victor McLaglen groans in despair when Gay Ellen Dakin is turned over to him for a scene in Hal Roach's "Broadway Limited," now in production for United Artists release.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

George Murphy has been studying Portuguese for the past three months in preparation for a personal appearance tour to South America when he completes his co-starring role in RKO's "Tom, Dick and Harry." If George could only speak it with his feet, he would be a big hit with our Southern neighbors.

On the set of Republic's "Sis Hopkins" watching Judy Canova and Jerry Colonna make love while three hundred beautiful girls looked on . . . and was his face red. Director Joseph Santley is still trying to sell Jerry the idea of either covering up his handle-bars, or dyeing them another color. They are so outstanding.

We wonder where Paul Malvern dug up Michael Whalen for the male lead in his current Monogram opus, "Sign of the Wolf." Michael has been away much too long to please us, and we're glad to see him back in the saddle again.

Wouldn't it be funny if Warner Bros., who have just purchased "Arsenic and Old Lace" in which Boris Karloff is starring on Broadway, should discover that Karloff is not the type for the picture role? It's happened before, and can happen again.

Director Sidney Salkow gets a nice break over at Columbia with the directorial assignment on "Show Business," the studio's forthcoming musical with Rudy Vallee and the Casa Loma band. Knowing Sid's ability, we're looking forward to one of the smash hits of the season.

From now on, you'll have to call him Associate Producer. That's the new title Lewis Rachmil has with Harry Sherman's organization . . . his third advancement in the past month. Good luck, Lew!

We liked George E. Stone's "Silent Indian" role in Hal Roach's "Road Show." George romps through the entire picture with one word of dialogue . . . "How" . . . but cashes in on his share of the laughs by some swell trouping.

Sherman Signs Norman Kerry

Norman Kerry, star of the silent screen, has been signed by Producer Harry Sherman for an important role in "The Parson of Panamint." Kerry returned to Hollywood after serving for two years in the French Foreign Legion.

"Landing" Next for Pine-Thomas

"Forced Landing" will be the next picture William Pine and William Thomas will make for Paramount release, with cameras scheduled to roll April 15. Richard Arlen has been signed for the lead.

Joe Kane Starts Another

Producer-Director Joseph Kane started shooting on "In Old Cheyenne," latest Roy Rogers western for Republic. As usual in this series, George "Gabby" Hayes has the top comedy role.

Warner Bros. Sign Sam Wood To Direct "King's Row"

Director Sam Wood, currently working on RKO's "The Devil and Miss Jones," has been signed by Warner Bros. to handle the megaphone on "King's Row," screen dramatization of the best-selling novel by Henry Bellaman. Casey Robinson will write the screenplay.

Wood's most recent directorial achievements have been "Kitty Foyle," "Our Town" and "Goodbye, Mr. Chips." He checks in at the Burbank lot for conferences with Robinson, as soon as he winds up shooting on "Miss Jones."

The picture is scheduled as one of the studio's forthcoming big-budgeted features, with an all-star cast, to be announced shortly.

Trio Join "Lisbon" Troupe

The cast of Paramount's "One Night in Lisbon," reached full proportions when Reginald Denny, Patricia Morison and Marcel Dalio all reported for work to Producer-Director Edward H. Griffith. They join Madeleine Carroll, Fred MacMurray and John Loder who top the cast.

Thorpe Reads "Trail Winds"

Richard Thorpe, MGM director, has been handed the script of the *Saturday Evening Post* story, "Westward the Trail Winds," by Rachel Thorgenson, as a possible directorial assignment. In spite of the title, the story is not laid in a western locale, but deals with the present war. Thorpe recently finished "The Bad Man," starring Wallace Beery for the Culver City plant.

Technicolor Output Gains

Technicolor positive print footage for 1940 was approximately 80,000,000, almost 10,000,000 over 1939, according to Dr. Herbert T. Kalmus, president, who also stated that the volume of Technicolor photography during the last quarter of 1940 was such, that the upward trend in print volume is continuing into 1940.

Ritter to Sar in "The Pioneers"

James Fenimore Cooper's celebrated novel, "The Pioneers," will be produced by Monogram as a special feature starring Tex Ritter and an outstanding cast. The film is scheduled to go into production late this month with Edward Finney producing. Supporting cast and director will be announced shortly.

Comedy Team Signed by Universal

Edmund Lowe and Una Merkel have been teamed by Universal for top comedy roles in "Double Date," in which Peggy Moran has the leading feminine role.

HOLLYWOOD STUDIO ROUND-UP

Eight new pictures started this week at the following studios:

COLUMBIA

UNDER AGE—Principals: Nan Grey, Alan Baxter, Mary Anderson, Tom Neal. Director, Edward Dmytryk.

NORTH FROM THE LONE STAR—Principals: Bill Elliott, Dorothy Fay. Director, Lambert Hillyer.

METRO-GOLDWYN-MAYER

DR. JEKYLL AND MR. HYDE—Principals: Spencer Tracy, Ingrid Bergman, Lana Turner, Donald Crisp, Ian Hunter. Director, Victor Fleming.

PARAMOUNT

PIONEER WOMAN—Principals: Barbara Stanwyck, Joel McCrea, Brian Donlevy. Producer-Director, William A. Wellman.

REPUBLIC

IN OLD CHEYENNE—Principals: Roy Rogers, George "Gabby" Hayes. Producer-Director, Joseph Kane.

UNIVERSAL

DOUBLE DATE—Principals: Peggy Moran, Edmund Lowe, Una Merkel. Director, Glenn Tryon.

WARNER BROTHERS

GENTLE PEOPLE—Principals: Ida Lupino, John Garfield, Thomas Mitchell, John Qualen. Director, Anatole Litvak.

HIGHWAY WEST — Brenda Marshall, Olympe Bradna, William Lundigan. Director, William McGann.

Korngold Writes "Sea Wolf" Score

Erich Wolfgang Korngold, one of the world's foremost modern composers, has been assigned by Warner Bros. to write the musical score for "The Sea Wolf," picturization of the Jack London novel. Edward G. Robinson, John Garfield and Ida Lupino are the stars, with Michael Curtiz directing. Korngold's previous picture-scoring jobs were "The Adventures of Robin Hood," "Juarez" and "A Midsummer Night's Dream."



Getting Set

The boys bring the boss an apple as Producers Releasing Co. gets under way. The studio gang welcomed O. Henry Briggs, president. Left to right are T. H. Richmond, Jed Buell, Briggs, E. B. Derr and John T. Coyle.

Advance Dope

Dates Shown Are Release Dates

This department is primarily intended to convey important information regarding product on which no press book or ad material are available. Showmen who run pictures pre-release will find it a valuable source. Listings will appear but once.

STRANGE ALIBI

Warner Brothers **Gangster** **Not Set**

Selling Names: Arthur Kennedy, Joan Perry, Minor Watson, Florence Bates.
Director: Ross Lederman.
Producer: William Jacobs.
Story Idea: Arthur Kennedy, young sergeant of detectives, is permanently removed from the force by his chief, Minor Watson. Cliff Clarke, captain, and his lieutenant, Stanley Andrews, witness the proceedings. Kennedy then meets Watson, secretly, and there they arrange for him to join the gambling ring and in this way help Watson clean up the city. When Watson is killed, Kennedy is held for murder, until he finds a way to clear his name and bring the real killer to justice.
Catchline: "Forced to reveal a dead man's secret when accused of murder."

THEY MET IN ARGENTINA

RKO-Radio **Drama with Music** **April 25**

Selling Names: Maureen O'Hara, James Ellison, Alberto Vila, Buddy Ebsen.
Director: Leslie Goodwins.
Producer: Lou Brock.
Story Idea: James Ellison first meets Maureen O'Hara, Argentine heiress, in Buenos Aires, where he had gone to close a deal for some oil property. The deal falls through, so Buddy Ebsen, trying to prevent Ellison from losing his job, suggests that he work through Maureen to buy a very fast racehorse that his employer has long coveted. From then on it's the story of love and romance in South America, with Ellison ending up by remaining to marry Maureen and taking over the running of the estancia.
Catchline: "Fireworks start when a shy Texan meets a Queen of the Argentines."

THE MAN WHO LOST HIMSELF

Universal **Drama** **April 25**

Selling Names: Brian Aherne, Kay Francis, S. Z. Sakall, Henry Stephenson.
Director: Edward Ludwig.
Producer: Lawrence Fox.
Story Idea: Brian Aherne, penniless, wakes up in a lavish bedroom after a drinking bout with a stranger, to find himself in a strange home being ministered to by S. Z. Sakall, his butler. He finds the situation quite difficult when he discovers that he also has a wife and is the head of a socially prominent and wealthy family. The other man (Brian Aherne), has in the meantime, been found dead with all of Aherne's identification papers on him. Aherne tries to straighten out the mess, but finds himself declared insane. Kay Francis, his wife, finally realizes the truth and comes to his assistance.
Catchline: "In love with another man's wife . . . he made her dream of happiness come true."

MR. DYNAMITE

Universal **Spy Drama** **March 7**

Selling Names: Lloyd Nolan, Irene Hervey, Robert Armstrong, Ann Gillis, Elisabeth Risdon, Frank Gaby.
Director: Jack Rawlins.
Assoc. Producer: Marshall Grant.
Story Idea: Lloyd Nolan, sightseeing on New York's Carnival Street, is attracted by Irene Hervey and follows her into a ventriloquist theatre. There he sees her steal a notebook out of a dead man's pocket, so he decides to catch up with her. She tells him that she is an undercover agent working on counter-espionage work and that the dead man was her colleague. Nolan then decides to help Irene, and when they round up the sabotage ring, plan their future together.
Catchline: "He risked his life to preserve our Democracy."

BACK IN THE SADDLE

Republic **Western** **Not Set**

Selling Names: Gene Autry, Smiley Burnette, Edward Norris, Arthur Loft, Jacqueline Wells.
Director: Lew Landers.
Assoc. Producer: Harry Grey.
Story Idea: Gene Autry and Smiley Burnette return from New York with Edward Norris, the heir to the ranch of which Gene is foreman, to find that during their absence copper has been discovered and the town has become a boom town. Gene's hopes of bringing peace to the community are quickly dissipated, when he learns that Arthur Loft's miners are dumping copper sulphate into the stream, killing hundreds of cattle. Loft's dirty dealings are finally disposed of when Burnette stampedes a herd of cattle onto Loft and his followers, in order to save Gene's life.
Catchline: "Gene brings peace to a boom town."

THE BRIDE CAME C.O.D.

Warner Brothers **Comedy-Drama** **Not Set**

Selling Names: Bette Davis, James Cagney, Stuart Erwin, Jack Carson.
Director: William Keighley.
Producer: William Cagney.
Story Idea: Bette Davis, heiress daughter of oil tycoon, Eugene Pallette, notifies her father of her plans to elope with Jack Carson, Hollywood band leader. Pallette then contacts James Cagney, pilot-owner of the plane that is going to fly the couple to Las Vegas, and promises to pay him handsomely if he will deliver Bette back to him . . . unwed. The plane is forced down in Death Valley, so Cagney sends word to Pallette. Then everybody arrives, including newspaper reporters whose papers have been carrying a story of Bette's kidnapping. But all the excitement ends when Bette and Cagney discover they love each other.
Catchline: "Bette laughs . . . and you will too . . . in her first comedy in years."

AIR DEVILS

Monogram **Spy Drama** **March 10**

Selling Names: Leo Gorcey, Bobby Jordan, Donald Haines, David Gorcey, Bobby Stone, Joan Barclay, George Pembroke.
Director: William West.
Producer: Sam Katzman.
Story Idea: Leo Gorcey accidentally stumbles into a sabotage plot when he overhears George Pembrooke, owner of a hospital plane kept at Eugene Francis' father's airport, plan to take stolen blue prints across the Mexican border. Bobby Jordan is then substituted for the pilot, but when they arrive in Mexico, they fall into the hands of the enemy. In the meantime Francis has discovered their absence, so he charters another plane and arrives in time to save the boys and capture the spies.
Catchline: "A headstrong youngster stumbles into a sabotage plot."

FLAME OF NEW ORLEANS

Universal **Comedy-Drama** **April 11**

Selling Names: Marlene Dietrich, Bruce Cabot, Roland Young, Mischa Auer, Andy Devine, Laura Hope Crews.
Director: Rene Clair.
Producer: Joe Pasternak.
Story Idea: Marlene Dietrich, continental adventuress, inveigles Roland Young, wealthy bachelor, with her impersonation of a European noblewoman into a proposal. But Bruce Cabot, roughneck river skipper, is the man she really loves. Further complications follow when she accidentally shows her real nature to Young, but this she blames on a non-existent girl "relative." Cabot finally wins her, in spite of the fact that she is already facing the priest for the wedding ceremony before she decides to duck and marry Cabot.
Catchline: "Her adventure became a struggle between wealth and romance."

DEAD MEN TELL

20th Century-Fox **Mystery** **March 28**

Selling Names: Sidney Toler, Sheila Ryan, Robert Weldon, Sen Yung.
Director: Harry Lachman.
Assoc. Producers: Walter Morosco and Ralph Dietrich.
Story Idea: Sidney Toler joins the members of a treasure hunting expedition, when he learns of a murder on board their ship. The map giving the location of the treasure had been divided in four parts by the murder victim, and no one knows who has the portions. Toler exposes himself to the killer; first giving his son Sen Yung instructions to trail him and in this way captures the killer.
Catchline: "The ghost of Black Hook challenges Charlie Chan."

THE DEVIL AND MISS JONES

RKO-Radio **Drama** **March 14**

Selling Names: Jean Arthur, Robert Cummings, Charles Coburn, Edmund Gwenn.
Director: Sam Wood.
Producer: Frank Ross, Norman Krasna.
Story Idea: Charles Coburn, a bachelor reputed to be the world's wealthiest man, decides to investigate the labor agitation in his department store. Incognito, he gets a job in the shoe department and Jean Arthur, a young salesgirl, seeing how helpless he is, devotes herself to protecting the poor old clerk. She takes him to a secret meeting of the employees and there he learns enough to plan a new system of enormous benefit to the entire personnel. He also promotes Robert Cummings, Jean's boy-friend, making it possible for them to wed.
Catchline: "The Devil turns Cupid"

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE; b—BOX OFFICE SLANT.
Initial Before Release Indicates Audience Suitability: (F) Family. (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars		Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel			Reissued
Crooked Circle (C)	70	Zasu Pitts-Jimmy Gleason	(F)	9/15/40	Reissued
Everything Is Rhythm (Mu)	60	Harry Roy & Band		7/22/39	Not Rev.
Framed for Murder (D)		Wallace Ford-Fuzzy Knight		2/10/41	Not Rev.
Hell's Angels (D)	100	Lyon-Harlow-Hall		1/10/40	Reissued
Hell's Crossroads (D)		Tom Keene-John Qualen	(A)	8/2/40	Reissued
(Former title "Our Daily Bread")					
Monster Walks (My-D)	60	Mischa Auer		7/6/40	Reissued
Murder at the Baskervilles		Arthur Wontner		10/15/40	Not Rev.
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak			Reissued
Sky Devils (C-D)	88	Spencer Tracy		9/1/40	Reissued
Tumbleweeds (W)	86	William S. Hart		5/1/39	Reissued
U-67 (D)	60	Alan Hale-Claude Allister		8/1/39	Reissued
Vengeance of the Deep (D)	70	Lloyd Hughes	(F)	2/15/40	b3/2/40

COLUMBIA

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Angels Over Broadway (D)	79	Doug. Fairbanks, Jr.-R. Hayworth	(A)	9/30/40	b10/12/40
Babies for Sale (D)	64	Rochelle Hudson-Glenn Ford	(A)	5/16/40	b5/18/40
Before I Hang (D)	63	Boris Karloff-Evelyn Keyes	(F)	9/17/40	b10/12/40
Behind the Maginot Line (D)	82	Rex Harrison-Karen Verne	(F)	4/30/40	b10/21/39
(Reviewed as "Ten Days in Paris")					
Blazing Six Shooters (W)	61	Charles Starrett-Iris Meredith	(F)	4/4/40	b3/16/40
Blondie Has Servant Trouble (C)	69	Penny Singleton-Arthur Lake	(F)	7/25/40	b7/27/40
Bullets for Rustlers (W)	58	Charles Starrett-Lorna Gray		3/5/40	all/25/39
Doctor Takes a Wife (C)	88	Loretta Young-Ray Milland	(A)	4/25/40	b4/27/40
Five Little Peppers in Trouble (D)	64	Edith Fellows-Tommy Bond	(F)	9/1/40	b1/18/41
Girls of the Road (D)	61	Ann Dvorak-Helen Mack-L. Lane	(A)	6/20/40	b7/27/40
Glamour for Sale (D)	59	Anita Louise-Roger Pryor	(A)	9/27/40	b11/9/40
He Stayed for Breakfast (C)	89	Loretta Young-Melvyn Douglas	(A)	8/22/40	b8/10/40
Howards of Virginia (H-D)	117	Cary Grant-Martha Scott-Carlson	(F)	9/19/40	b8/31/40
I Married Adventure	78	Travelogue Feature	(F)	7/24/40	b8/3/40
Island of Doomed Men (D)	67	Peter Lorre-Rochelle Hudson	(A)	5/20/40	b6/8/40
Lady in Question (D)	81	Brian Aherne-Rita Hayworth	(A)	8/7/40	b8/10/40
Lone Wolf Meets a Lady (My)	71	Warren William-Jean Muir	(F)	5/30/40	b5/18/40
Mad Men of Europe (D)	72	Edmund Gwenn-Mary Maguire	(F)	6/3/40	b5/25/40
Man from Tumbleweeds (W)	59	Bill Elliott-Iris Meredith		5/2/40	a5/25/40
Man with Nine Lives (D)	73	Boris Karloff-Jo Ann Sayers	(A)	4/18/40	b4/20/40
Men Without Souls (D)	62	John Litel-Rochelle Hudson	(A)	3/14/40	b5/18/40
Military Academy (D)	66	Tommy Kelly-Bobby Jordan	(F)	7/18/40	b7/20/40
Outside the 3-Mile Limit (D)	65	Jack Holt-Irene Ware	(F)	3/7/40	b2/17/40
Out West with the Peppers (D)	62	Edith Fellows-Dorothy Peterson	(F)	6/30/40	b7/20/40
Passport to Alcatraz (D)	60	Jack Holt-Cecelia Callejo	(A)	6/6/40	b5/25/40
Return of Wild Bill (W)	60	Bill Elliott-Iris Meredith	(F)	6/27/40	b7/13/40
Secret Seven (D)	62	Bruce Bennett-Florence Rice	(F)	8/15/40	b8/17/40
Texas Stagecoach (W)	59	Chas. Starrett-Iris Meredith	(F)	5/23/40	b3/30/40
Too Many Husbands (C)	84	Arthur-MacMurray-Douglas	(A)	3/21/40	b3/9/40
Twenty-one Days Together (D)	72	Vivien Leigh-Laurence Olivier	(A)	5/16/40	b4/6/40
(Reviewed as "Three Weeks Together")					

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Across the Sierras (W)	58	Bill Elliott-Luana Walters		2/18/41	all/16/40
Adam Had Four Sons (D)		Warner Baxter-Ingrid Bergman		2/18/41	all/9/40
(Former title "Legacy")					
Arizona (D)	128	Jean Arthur-Holden-William	(A)	12/25/40	b11/23/40
Beyond the Sacramento (W)	57	Bill Elliott-Evelyn Keyes		11/14/40	a9/14/40
(Former title "Ghost Guns")					
Blondie Plays Cupid (C)	68	Penny Singleton-Arthur Lake	(F)	10/31/40	b11/2/40
Devil Commands (D)	65	Boris Karloff-Amanda Duff	(A)	2/3/41	b2/8/41
Durango Kid (W)	60	Chas. Starrett-Luana Walters	(F)	8/15/40	b8/31/40
Ellery Queen, Master Detective (My-D)	68	Ralph Bellamy-Margaret Lindsay	(F)	11/30/40	b11/30/40
Escape to Glory (C-D)	74	Constance Bennett-Pat O'Brien	(A)	11/28/40	b11/23/40
Face Behind the Mask (D)	69	Peter Lorre-Evelyn Keyes	(A)	1/18/41	b2/15/41
Fugitive from a Prison Camp (D)	59	Jack Holt-Marian Marsh	(F)	9/5/40	b8/10/40
Girls Under 21	64	Paul Kelly-Rochelle Hudson	(F)	10/24/40	b11/16/40
Great Plane Robbery (D)	53	Jack Holt-Vicki Lester	(A)	12/9/40	b11/23/40
Lone Wolf Keeps a Date (C-D)	64	Warren William-Frances Robinson	(A)	11/23/40	b11/23/40
Nobody's Children (D)	65	Edith Fellows-Lois Wilson	(F)	10/17/40	b1/25/41
Phantom Submarine (D)	70	Anita Louise-Bruce Bennett		12/20/40	all/9/40
Pinto Kid (W)	61	Charles Starrett-Louise Currie		1/9/41	a7/13/40
Prairie Schooners (W)	58	Bill Elliott-Evelyn Young	(F)	9/30/40	b11/9/40
So You Won't Talk? (C)	69	Joe E. Brown-Frances Robinson	(F)	10/3/40	b9/28/40
This Thing Called Love (C)	95	Melvyn Douglas-Rosalind Russell	(A)	1/2/41	b12/28/40
Thundering Frontier (W)	57	Charles Starrett-Iris Meredith	(F)	12/5/40	b9/21/40
West of Abilene (W)	58	Charles Starrett-Marjorie Cooley	(F)	10/21/40	b7/20/40
Wildcat of Tucson (W)	59	Bill Elliott-Evelyn Young		12/31/40	a10/26/40

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Blondie Goes Latin (C)		Penny Singleton-Arthur Lake		2/27/41	a12/14/40
Ellery Queen's Penthouse Mystery (My)		Ralph Bellamy-Margaret Lindsay		3/24/41	In Prod.
Fight for Life (Doc)	69	Myron McCormick-Storrs Haynes	(A)		b6/22/40
Girl's Best Friend		Franchot Tone-Joan Bennett			In Prod.
Great Swindle (D)		Jack Holt-Marjorie Reynolds			a6/29/40
(Former title "Tampered Evidence")					
Her First Beau		Jane Withers-Jackie Cooper			In Prod.
Lone Wolf Takes a Chance (My)		Warren William-June Storey		3/6/41	a1/11/41
Meet Boston Blackie (D)	69	Chester Morris-Rochelle Hudson		2/20/41	a1/11/41
(Former title "Return of Boston Blackie")					
North From the Lone Star (W)		Bill Elliott-Dorothy Fay		3/31/41	In Prod.
Outlaws of the Panhandle (W)	59	Chas. Starrett-Frances Robinson		2/27/41	a8/31/40
Penny Serenade (C)		Irene Dunne-Cary Grant		3/13/41	a12/21/40
Senate Page Boys		Herbert Marshall-Virginia Bruce			In Prod.
They Dare Not Love (D)		Martha Scott-George Brent			In Prod.
Under Age		Nan Grey-Alan Baxter-Tom Neal			In Prod.

DISNEY

Title	Mins.	Stars		Rel. Date	See Issue of
Fantasia (FA)	150	Technicolor Cartoon	(F)		b11/16/40

MGM

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
And One Was Beautiful (D)	70	Jean Muir-Robert Cummings	(A)	4/5/40	b4/6/40
Andy Hardy Meets Debutante (C)	86	Mickey Rooney-Lewis Stone	(F)	7/5/40	b7/6/40
Boom Town (D)	120	Gable-Tracy-Lamarr-Colbert	(A)	8/30/40	b8/10/40
Captain Is a Lady (C)	65	Coburn-Billie Burke-B. Bondi	(F)	6/21/40	b6/29/40
Dr. Kildare's Strange Case (D)	76	Lionel Barrymore-Lew Ayres		4/12/40	b4/6/40
Edison the Man (D)	107	Spencer Tracy-Rita Johnson	(F)	5/10/40	b5/25/40
Florian (D)	93	Robert Young-Helen Gilbert	(F)	3/29/40	b3/30/40
Forty Little Mothers (C)	90	Eddie Cantor-Rita Johnson	(F)	4/26/40	b4/20/40
Ghost Comes Home (C)	78	Frank Morgan-Billie Burke	(F)	3/8/40	b3/2/40
Golden Fleecing (C-D)	70	Rita Johnson-Lew Ayres	(F)	8/16/40	b8/24/40
Gold Rush Maisie (C)	82	Ann Sothern-Lee Bowman	(F)	7/26/40	b8/3/40
I Love You Again (C)	99	Wm. Powell-Myrna Loy	(A)	8/9/40	b8/10/40
Mortal Storm (D)	100	Margaret Sullavan-Jas. Stewart	(F)	6/14/40	b6/15/40
New Moon (D)	102	Jeanette MacDonald-Nelson Eddy	(F)	6/28/40	b6/15/40
Phantom Raiders (My)	70	Walter Pidgeon-Florence Rice	(F)	5/31/40	b6/1/40
Pride and Prejudice (C-D)	117	Greer Garson-L. Olivier	(F)	8/2/40	b7/13/40
Sporting Blood (D)	82	R. Young-M. O'Sullivan-L. Stone	(F)	7/12/40	b7/13/40
Strange Cargo (D)	113	Gable-Crawford-Hunter	(A)	3/1/40	b3/2/40

MGM

Current 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Susan and God (D)	117	Joan Crawford-Fredric March	(A)	6/7/40	b6/8/40
20 Mule Team (D)	84	Wallace Beery-Leo Carrillo	(F)	5/3/40	b5/4/40
Two Girls on Boadway (Mu-D)	73	Turner-Murphy-Blondell		4/19/40	b4/27/40
Waterloo Bridge (D)	10[illegible]	Vivien Leigh-Robert Taylor	(A)	5/17/40	b5/18/40
We Who Are Young (D)	[illegible]8	Lana Turner-John Shelton	(A)	7/19/40	b7/20/40
Young Tom Edison (D)	84	Mickey Rooney-Virginia Weidler	(F)	3/15/40	b2/17/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Bittersweet (Tech.) (Mu)	94	Jeanette MacDonald-Nelson Eddy	(F)	11/8/40	b11/16/40
Blonde Inspiration (C)	72	Shelton-Grey-Dekker-Nolan	(F)	2/7/41	b2/8/41
Come Live With Me (C-D)	85	James Stewart-Hedy Lamarr	(A)	1/31/41	b1/25/41
Comrade X (C)	88	Clark Gable-Hedy Lamarr	(A)	12/13/40	b12/7/40
Dr. Kildare Goes Home (D)	80	Barrymore-Ayres-Day	(F)	9/6/40	b9/7/40
Dr. Kildare's Crisis (D)	74	L. Barrymore-Ayres-Rob't Young	(F)	11/29/40	b12/7/40
Dulcy (C)	73	A. Sothern-Ian Hunter-B. Burke	(F)	10/4/40	b10/5/40
Escape (D)	104	Norma Shearer-Robert Taylor	(A)	11/1/40	b11/2/40
Flight Command (D)	115	Robt. Taylor-Ruth Hussey	(F)	1/3/41	b12/21/40
Gallant Sons (My-D)	76	Jackie Cooper-Gene Reynolds	(F)	11/15/40	b11/16/40
Gone With the Wind (D)	228	Gable-Leigh-Howard (Tech.)	(F)	1/17/41	b12/16/39
Go West (C)	82	Marx Brothers	(F)	12/6/40	b12/14/40
Haunted Honeymoon (C-D)	82	Robt. Montgomery-C. Cummings	(A)	9/20/40	b8/31/40
Hullabaloo (C)	77	Frank Morgan-Billie Burke	(F)	10/25/40	b11/2/40
Keeping Company (D)	78	John Shelton-Ann Rutherford	(F)	12/20/40	b1/4/41
Land of Liberty (Doc)	98	Special Subject	(F)	1/24/41	b1/11/41
Little Nellie Kelly (Mu-C)	98	Judy Garland-Geo. Murphy	(F)	11/22/40	b11/16/40
Maisie Was a Lady (C)	79	Ann Sothern-Maureen O'Sullivan	(A)	1/10/41	b1/11/41
Philadelphia Story (C)	110	Katharine Hepburn-James Stewart	(A)	1/17/41	b11/30/40
Sky Murder (My)	72	Walter Pidgeon-Donald Meek	(F)	9/27/40	b9/28/40
Strike up the Band (Mu-C)	120	Mickey Rooney-Judy Garland	(F)	9/27/40	b9/21/40
Third Finger, Left Hand (C)	96	Myrna Loy-Melvyn Douglas	(A)	10/11/40	b10/12/40
Trial of Mary Dugan (My-D)	90	Laraine Day-Robert Young	(F)	2/14/41	b2/15/41
Wild Man of Borneo (C)	78	Frank Morgan-Billie Burke	(F)	1/24/41	b2/1/41
Wyoming (C-D)	87	Wallace Beery-Marjorie Main	(A)	9/13/40	b9/14/40

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Andy Hardy's Private Secretary (C)		Mickey Rooney-Lewis Stone		2/21/41	a2/8/41
Bad Man (D)		Wallace Beery-Lionel Barrymore		3/14/41	a1/25/41
Billy the Kid (Tech.) (D)		Rob't Taylor-Maureen O'Sullivan			a2/1/41
Blossoms in the Dust (Tech.)		Greer Garson-Walter Pidgeon			In Prod.
Dr. Jekyll and Mr. Hyde (D)		Spencer Tracy-Ingrid Bergman			In Prod.
Free and Easy (C)		Ruth Hussey-Robert Cummings		2/28/41	a2/1/41
Love Crazy (C)		Wm. Powell-Myrna Loy-Fay Bainter			In Prod.
Men of Boys Town (D)		Spencer Tracy-Mickey Rooney			a1/18/41
Penalty, The (D)		Lionel Barrymore-Edw. Arnold		3/28/41	In Prod.
Rage in Heaven (My)		Rob't Montgomery-Ingrid Bergman		3/7/41	a1/25/41
Woman's Face		Joan Crawford-Melvyn Douglas			In Prod.
Ziegfeld Girl (Mu)		Stewart-Garland-Lamarr-Martin		3/21/41	a1/18/41

MONOGRAM

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Arizona Frontier (W)	55	Tex Ritter-Evelyn Finley	(F)	8/19/40	b8/31/40
Boys of the City (C-D)	63	East Side Kids	(F)	7/15/40	b7/20/40
Covered Wagon Trails (W)	52	Jack Randall	(F)	4/10/40	b5/11/40
Cowboy from Sundown (W)	58	Tex Ritter	(F)	5/9/40	b5/11/40
Doomed to Die (My)	67	Boris Karloff-Marjorie Reynolds	(F)	8/5/40	b8/3/40
Golden Trail (W)	52	Tex Ritter	(F)	7/3/40	b7/6/40
Haunted House (D)	70	Marcia Mae Jones-Jackie Moran	(F)	7/22/40	b7/20/40
Human Monster (D)	73	Bela Lugosi		3/9/40	b3/9/40
Kid From Santa Fe (W)		Jack Randall		5/23/40	a4/27/40
Land of the Six Guns (W)	54	Jack Randall-Louise Stanley	(F)	5/2/40	b6/29/40
Last Alarm (D)	61	Warren Hull-Polly Ann Young	(F)	6/25/40	b7/6/40
Laughing at Danger (D)	62	Frankie Darro-Joy Hodges	(F)	8/12/40	b8/3/40
Midnight Limited (D)	61	John King-Marjorie Reynolds	(F)	3/20/40	b3/23/40
Missing People	69	Will Fyffe-Kay Walsh	(F)	8/19/40	b11/9/40
Mysterious Mr. Reeder	63	Will Fyffe	(A)	4/30/40	b5/11/40
On the Spot (D)	61	Frankie Darro-Mary Kornman	(F)	6/11/40	b6/8/40
Pals of the Silver Sage (W)	52	Tex Ritter-Sugar Dawn	(F)	4/20/40	b5/4/40
Queen of the Yukon (D)	73	Chas. Bickford-Irene Rich	(F)	8/26/40	b9/14/40
Rainbow Over the Range (W)	59	Tex Ritter-Dorothy Fay	(F)	7/29/40	b8/3/40
Riders From Nowhere (W)	45	Jack Randall-Margaret Roach		6/6/40	a4/27/40
Rhythm of the Rio Grande (W)	53	Tex Ritter-Susan Dale	(F)	3/2/40	b4/27/40
Sky Bandits		James Newill		4/15/40	a3/16/40
(Former title "Phantom Pilot")					
Son of the Navy (D)	72	James Dunn-Jean Parker	(F)	3/30/40	b4/6/40
Tomboy (D)	70	Marcia Mae Jones-Jackie Moran	(F)	4/20/40	b4/27/40
Up In the Air (My-D)	61	Frankie Darro-Marjorie Reynolds	(F)	9/9/40	b9/14/40
Who Is Guilty? (D)	60	Ben Lyon	(F)	9/2/40	b9/7/40
Wild Horse Range (W)	53	Jack Randall	(F)	6/25/40	b6/22/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Ape, The (D)	62	Boris Karloff	(F)	9/30/40	b10/26/40
Chamber of Horrors (D)	83	Leslie Banks-Gina Malo	(A)	12/20/40	b6/29/40
Dead Man's Shoes (My)		Leslie Banks-Wilfred Lawson		1/15/41	Not Rev.
Drums of the Desert (D)	64	Ralph Byrd-Lorna Grey	(F)	10/7/40	b10/12/40
Her First Romance (C-D)	77	Edith Fellows-Wilbur Evans	(F)	12/25/40	b12/28/40
Ol' Swimmin' Hole (D)	78	Marcia Mae Jones-J. Moran	(F)	10/21/40	b10/26/40
Orphans of the North (T)		Adventure film		7/29/40	Not Rev.
Outsider (D)	91	Geo. Saunders-Mary Maguire	(F)	9/15/40	b3/23/40
Phantom of Chinatown (My)	62	Keye Luke-Lotus Long	(F)	11/1/40	b11/23/40
Pride of the Bowery	63	Leo Gorcey-Bobby Jordan	(F)	12/15/40	b1/25/41
Range Busters (W)	56	Ray Corrigan-Max Terhune	(F)	8/22/40	b9/14/40
Rollin' Home to Texas (W)	63	Tex Ritter-Slim Andrews	(F)	12/30/40	b2/1/41
Take Me Back to Oklahoma (W)	64	Tex Ritter-Terry Walker	(F)	11/11/40	b11/30/40
That Gang of Mine (D)	62	Bobby Jordan-Leo Gorcey	(F)	9/23/40	b10/5/40
Trailin' Double Trouble (W)	58	Ray Corrigan-John King	(F)	10/7/40	b10/19/40
Trail of the Silver Spurs (W)		Corrigan-King-Terhune		1/5/41	a12/7/40
West of Pinto Basin (W)	56	Corrigan-King-Terhune	(F)	11/14/40	b12/7/40
You're Out of Luck (D)	62	Darro-Moreland	(F)	1/20/41	b1/18/41

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Air Devils (D)		East Side Kids-Joan Barclay		3/10/41	a2/15/41
Kid's Last Ride (W)		John King-Ray Corrigan			a1/11/41
(Former title "Prairie Schooldays")					
Ridin' The Cherokee Trail (W)		Tex Ritter-Slim Andrews		2/25/41	a2/8/41
Sign of the Wolf		Grace Bradley-Louise Beavers			In Prod.

PARAMOUNT

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Adventure in Diamonds (D)	72	Isa Miranda-George Brent	(A)	4/5/40	b1/27/40
Biscuit Eater (D)	79	Billie Lee-Cordell Hickman	(F)	5/24/40	b4/13/40
Buck Benny Rides Again (C)	85	Jack Benny-Virginia Dale	(F)	5/3/40	b4/13/40
Comin' Round the Mountain (C)	72	Bob Burns-Una Merkel		8/16/40	b8/17/40
Dr. Cyclops (Tech.) (D)	75	Albert Dekker-Janice Logan	(A)	4/12/40	b3/9/40
Farmer's Daughter (C)	60	Martha Raye-Charlie Ruggles	(F)	3/29/40	b2/17/40
French Without Tears (C)	85	Ray Milland-Ellen Drew	(A)	4/26/40	b11/11/39
Ghost Breakers (My-D)	78	Bob Hope-Paulette Goddard	(F)	6/21/40	b6/8/40
Golden Gloves (D)	68	Jean Cagney-Robert Ryan	(A)	8/2/40	b8/3/40
Great McGinty (D)	85	Brian Donlevy-Akim Tamiroff	(A)	8/23/40	b7/27/40
Hidden Gold (W)	61	Wm. Boyd-Russell Hayden	(F)	6/7/40	b5/18/40
Light of the Western Stars (W)	65	Jory-Hayden-Sayers	(F)	4/19/40	b4/27/40
Mystery Sea Raider (D)	77	Henry Wilcoxon-Carole Landis	(F)	8/9/40	b8/10/40
North West Mounted Police (D)	126	Cooper-Carroll-Goddard (Tech.)	(F)	12/27/40	b10/26/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

PARAMOUNT

Current 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Opened by Mistake (C)	67	Charles Ruggles-Robert Paige	(F)	5/10/40	b5/11/40
Queen of the Mob (D)	60	Jean Cagney-Richard Denning	(A)	6/28/40	b6/29/40
Road to Singapore (C)	85	B. Crosby-D. Lameur-B. Hope	(F)	3/22/40	b2/24/40
Safari (D)	86	Madeleine Carroll-Fairbanks, Jr.	(F)	6/14/40	b6/8/40
Seventeen (C-D)	75	Jackie Cooper-Betty Field	(F)	3/1/40	b2/24/40
Showdown (W)	63	Wm. Boyd-J. Clayton-Hayden	(F)	3/8/40	b3/2/40
Stagecoach War (W)	61	Wm. Boyd-Russell Hayden	(F)	7/12/40	b7/6/40
Those Were the Days (C)	75	Wm. Holden-Bonita Granville	(F)	5/31/40	b5/25/40
Typhoon (Tech.) (D)	71	Dorothy Lamour-Robert Preston	(F)	5/17/40	b5/4/40
Untamed (D) (Tech.)	82	Milland-Tamiroff-Morison	(A)	7/26/40	b6/29/40
Way of All Flesh (D)	84	Akim Tamiroff-William Henry	(A)	7/5/40	b6/1/40
Women Without Names (D)	63	Ellen Drew-Robt. Paige	(F)	3/15/40	b2/24/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Arise, My Love (D)	110	Claudette Colbert-Ray Milland	(A)	11/8/40	b10/19/40
Cherokee Strip (W)	86	Richard Dix-William Henry	(F)	10/11/40	b10/5/40
Christmas in July (D)	68	Dick Powell-Ellen Drew		10/25/40	b9/21/40
Dancing on a Dime (Mu-C)	73	Grace MacDonald-Robt. Paige	(F)	11/1/40	b10/12/40
Doomed Caravan (W)	60	Bill Boyd-Russell Hayden	(F)	1/10/41	b1/11/41
I Want a Divorce (D)	94	Dick Powell-Joan Blondell	(A)	9/20/40	b9/7/40
Life With Henry (C)	80	Jackie Cooper-Leila Ernst	(F)	1/24/41	b1/18/41
Love Thy Neighbor (C)	82	Jack Benny-Fred Allen		12/27/40	b12/21/40
Mad Doctor (D)	90	Basil Rathbone-Ellen Drew	(F)	2/14/41	b2/15/41
Moon Over Burma (D)	82	D. Lamour-R. Preston-P. Foster	(A)	10/18/40	b10/19/40
Night at Earl Carroll's (My)	70	J. Carrol Naish-E. Carroll Girls	(F)	12/6/40	b11/23/40
Quarterback (C-D)	72	Wayne Morris-Virginia Dale	(F)	10/4/40	b10/5/40
Rangers of Fortune (D)	80	MacMurray-Morison-Dekker	(F)	9/27/40	b9/14/40
Rhythm on the River (Mu)	90	Bing Crosby-Mary Martin	(F)	9/6/40	b8/24/40
Second Chorus (Mu)	88	Fred Astaire-Paulette Goddard	(F)	1/3/41	b11/30/40
Texas Rangers Ride Again (W)	67	J. Howard-Ellen Drew-M. Robson	(F)	12/13/40	b11/9/40
Three Men From Texas (W)	75	William Boyd-Russell Hayden	(F)	11/15/40	b9/14/40
Victory (D)	79	Fredric March-Betty Field	(A)	1/17/41	b12/21/40
World in Flames (Doc)	60	Newsreel Compilation	(A)	10/25/40	b10/19/40
You're the One (Mu)	81	Orrin Tucker-Bonnie Baker	(F)	2/7/41	b2/8/41

Coming 1940-41

Title	Stars		Rel. Date	See Issue of
Border Vigilantes (W)	Bill Boyd-Russell Hayden		4/4/41	a1/11/41
Caught in the Draft (C)	Bob Hope-Dorothy Lamour		5/30/41	In Prod.
Hard Boiled Canary	Allan Jones-Susanna Foster		3/7/41	a8/10/40
(Former title "There's Magic in Music")				
In Old Colorado	Wm. Boyd-Russell Hayden		2/28/41	a11/23/40
I Wanted Wings (D)	Brian Donlevy-Ray Milland		4/25/41	a12/7/40
Kiss the Boys Goodbye	D. Ameche-M. Martin-O. Levant		7/18/41	In Prod.
Lady Eve (D)	Barbara Stanwyck-Henry Fonda		3/21/41	a11/23/40
Las Vegas Nights (Mu-C)	Phil Regan-Bert Wheeler-Dorsey		3/28/41	a1/18/41
Monster and the Girl (D)	Ellen Drew-Onslow Stevens	(A)	5/16/41	b2/15/41
New York Town	Mary Martin-Fred MacMurray			a11/30/40
One Night in Lisbon (CD)	Madeleine Carroll-Fred MacMurray		6/13/41	a2/8/41
Pioneer Woman (D)	Barbara Stanwyck-Joel McCrea			In Prod.
Pirates on Horseback (W)	Wm. Boyd-Russell Hayden		6/6/41	a1/25/41
Power Dive	Richard Arlen-Jean Parker		5/23/41	In Prod.
Reaching for the Sun (D)	Joel McCrea-Ellen Drew		5/9/41	a11/2/40
Road to Zanzibar	Crosby-Lamour-Hope		4/11/41	a12/7/40
Round-Up (W)	Richard Dix-Patricia Morison		4/18/41	a10/26/40
Shepherd of the Hills (D)	John Wayne-Betty Field (Tech.)		8/15/41	a11/9/40
Skylark	Claudette Colbert-Ray Milland			In Prod.
Virginia (Tech.) (D)	Madeleine Carroll-F. MacMurray	(F)	2/21/41	b1/18/41
Wide Open Town (W)	William Boyd-Russell Hayden			In Prod.

Coming 1941-42

Title	Stars		Rel. Date	See Issue of
Mr. Bug Goes to Town	Tech. Cartoon Feature			In Prod.

PRODUCERS RELEASING CO.

Title	Mins.	Stars		Rel. Date	See Issue of
Arizona Gang Busters (W)	60	Tim McCoy		9/16/40	Not Rev.
Billy the Kid's Gun Justice (W)	63	Bob Steele		12/27/40	Not Rev.
Billy the Kid in Texas (W)	55	Bob Steele		9/30/40	Not Rev.
Billy the Kid Outlawed (W)	55	Bob Steele		7/20/40	Not Rev.
Billy the Kid's Range War (W)		Bob Steele		1/24/41	Not Rev.
Caught in the Act (C)	62	Henry Armetta		1/17/41	Not Rev.
Devil Bat (My)	69	Bela Lugosi		12/13/40	Not Rev.
Frontier Crusader (W)	64	Tim McCoy		6/1/40	Not Rev.
Gun Code (W)	55	Tim McCoy		8/3/40	Not Rev.
Hold That Woman (C-D)	65	James Dunn-Frances Gifford	(F)	6/28/40	b8/3/40
I Take This Oath (D)	67	Joyce Compton-Gordon Jones		5/20/40	Not Rev.
Misbehaving Husbands (C)	65	Harry Langdon-Betty Blythe	(F)	12/20/40	b12/14/40
Lone Raider Rides On (W)	64	George Houston		1/10/41	Not Rev.
Riders of Black Mountain (W)	59	Tim McCoy		11/11/40	Not Rev.
Secret Evidence (My)	63	Charles Quigley-Marjorie Reynolds	(F)	1/31/41	b2/8/41

R.K.O.-RADIO

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Abe Lincoln In Illinois (D)	107	Raymond Massey-Ruth Gordon	(F)	4/19/40	b1/6/40
Anne of Windy Poplars (D)	83	Anne Shirley-James Ellison	(F)	6/28/40	b6/22/40
Beyond Tomorrow (D)	84	Richard Carlson-Jean Parker	(A)	5/10/40	b3/30/40
Bill of Divorcement (D)	73	Maureen O'Hara-Adolphe Menjou	(A)	5/31/40	b3/16/40
Bullet Code (W)	59	George O'Brien-Virginia Vale	(F)	4/12/40	b3/2/40
Courageous Dr. Christian (D)	67	Jean Hersholt-Dorothy Lovett	(F)	4/5/40	b3/23/40
Cross Country Romance (C)	66	Gene Raymond-Wendy Barrie	(F)	7/12/40	b6/29/40
Curtain Call (C)	61	Barbara Reed-John Archer	(F)	4/26/40	b4/13/40
Dance, Girl, Dance (D)	82	Maureen O'Hara-Louis Hayward	(A)	8/23/40	b8/31/40
Dr. Christian Meets the Women (D)	63	Jean Hersholt-Dorothy Lovett	(F)	7/5/40	b6/29/40
Irene (Mu-C) (Part Tech.)	101	Anna Neagle-Ray Milland	(F)	5/3/40	b4/20/40
Isle of Destiny (D)	83	Ford-Lang-Gargan		3/8/40	b3/2/40
Little Orvie (C)	66	Johnny Sheffield-Ernest Truex	(F)	3/1/40	b3/2/40
Lucky Partners (C)	101	Ginger Rogers-Ronald Colman	(A)	8/23/40	b8/17/40
Millionaire Playboy (C)	65	Joe Penner-Linda Hayes	(F)	3/15/40	b3/2/40
Millionaires in Prison (D)	62	Lee Tracy-Linda Hayes	(A)	7/26/40	b6/29/40
My Favorite Wife (C)	83	Dunne-Grant-Scott	(A)	5/17/40	b5/4/40
One Crowded Night (D)	66	Billie Seward-Don Costello	(A)	8/9/40	b8/3/40
Pop Always Pays (C)	66	Leon Errol-Dennis O'Keefe	(F)	6/21/40	b6/22/40
Prairie Law (W)	62	Geo. O'Brien-Virginia Vale	(F)	6/7/40	b6/22/40
Primrose Path (D)	93	Ginger Rogers-Joel McCrea	(A)	3/22/40	b3/16/40
Queen of Destiny (H-D)	90	Neagle-Walbrook (Tech.)	(F)	8/2/40	b10/29/38
(Reviewed as "Sixty Glorious Years")					
Saint Takes Over (D)	60	Geo. Sanders-Wendy Barrie	(F)	6/7/40	b4/27/40
Stage to Chino (W)	59	George O'Brien	(F)	7/26/40	b7/27/40
Stranger on the Third Floor (D)	62	Peter Lorre-Margaret Tallichet	(A)	8/16/40	b9/7/40
Tom Brown's Schooldays (D)	84	Jimmy Lydon-Hardwicke		7/19/40	b6/22/40
Triple Justice (W)	66	Geo. O'Brien-Virginia Vale	(F)	9/27/40	b10/19/40
Wildcat Bus (D)	62	Fay Wray-Charles Lang		8/23/40	b8/17/40
You Can't Fool Your Wife (C)	68	Lucille Ball-James Ellison	(F)	5/24/40	b5/25/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Along the Rio Grande (W)	66	Tim Holt-Betty Jane Rhodes	(F)	2/7/41	b2/1/41
Convoy (D)	89	Clive Brook-John Clements		1/3/41	b12/7/40
Dreaming Out Loud (C)	81	Lum & Abner-Frances Langford	(F)	9/13/40	b9/14/40
Fargo Kid (W)	65	Tim Holt-Jane Drummond	(F)	12/6/40	b11/2/40
Girl, A Guy and A Gob		Geo. Murphy-Lucille Ball		3/14/41	a11/16/40
I'm Still Alive (D)	66	Linda Hayes-Kent Taylor		9/27/40	b9/21/40
Kitty Foyle (D)	105	Ginger Rogers-Dennis Morgan	(A)	12/27/40	b12/28/40
Laddie (D)	68	Tim Holt-Virginia Gilmore	(F)	10/18/40	b9/21/40
Let's Make Music (Mu-C)	84	Bob Crosby-Jean Rogers	(F)	1/17/41	b12/14/40
Li'l Abner (C)	78	Granville Owen-Kay Sutton	(F)	11/1/40	b11/9/40
Little Men (D)	84	Kay Francis-Lydon-Oakie	(F)	1/10/41	b12/7/40
Men Against the Sky (D)	74	Richard Dix-Wendy Barrie	(F)	9/6/40	b8/24/40
Mexican Snitfire Out West (C)	75	Lupe Velez-Leon Errol	(A)	11/15/40	b10/12/40
Mr. and Mrs. Smith (C)	95	Carole Lombard-Robt. Montgomery	(A)	1/31/41	b1/18/41
No, No, Nanette (Mu)	96	Anna Neagle-Richard Carlson	(F)	12/20/40	b12/21/40

R.K.O.-RADIO

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Playgirl (C-D)	75	Kay Francis-James Ellison	(A)	2/14/41	b12/21/40
Quarters We Watch (Doc)	90	March of Time Feature	(F)	8/16/40	b7/27/40
Remedy For Riches (D)	60	Jean Hersholt-Dorothy Lovett	(F)	11/29/40	b11/23/40
Saint in Palm Springs (My)	67	George Sanders-Wendy Barrie	(F)	1/24/41	b1/4/41
They Knew What They Wanted (D)	96	Charles Laughton-Carole Lombard	(A)	10/25/40	b10/12/40
Too Many Girls (Mu)	85	Richard Carlson-Lucille Ball	(A)	11/8/40	b10/12/40
Villain Still Pursued Her (D)	66	Anita Louise-Richard Cromwell	(F)	10/11/40	b7/27/40
Wagon Train (W)	62	Tim Holt-Martha O'Driscoll	(F)	10/4/40	b10/12/40
You'll Find Out (My-C)	97	Kay Kyser-Peter Lorre-Karloff	(F)	11/22/40	b11/16/40

Coming 1940-41

Title	Stars		Rel. Date	See Issue of
Bambi	Disney Cartoon Feature			In Prod.
Before the Facts	Cary Grant-Joan Fontaine			In Prod.
Citizen Kane (D)	Orson Welles-Dorothy Comingore		2/28/41	In Prod.
Devil and Miss Jones (D)	Jean Arthur-Chas. Coburn		4/14/41	a2/15/41
Footlight Fever (C)	Alan Mowbray-Donald McBride		3/21/41	a1/18/41
(Former title "Show Business")				
Melody for Three (D)	Jean Hersholt-Fay Wray		3/28/41	a1/11/41
Reluctant Dragon	Benchley and Cartoon Characters			In Prod.
Repent at Leisure	Kent Taylor-Wendy Barrie		4/4/41	In Prod.
Robbers of the Range (W)	Tim Holt-Ray Whitley		4/18/41	a2/8/41
Scattergood Baines (C)	Guy Kibbee-Carol Hughes	(F)	2/21/41	b2/15/41
Sunny (Mu)	A. Neagle-J. Carroll-R. Bolger			In Prod.
They Met In Argentina (Mu-D)	Ellison-O'Hara-Ebsen		4/25/41	a2/15/41

REPUBLIC

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Carolina Moon (Mu-W)	65	Gene Autry-Burnette-June Storey	(F)	7/15/40	b7/20/40
Carson City Kid (W)	57	Roy Rogers-"Gabby" Hayes	(F)	7/1/40	b6/22/40
Crooked Road (D)	66	Edmund Lowe-Irene Hervey	(A)	5/10/40	b5/11/40
Covered Wagon Days (W)	56	Three Mesquiteers		4/22/40	b5/11/40
Dark Command (H-D)	94	John Wayne-Claire Trevor	(F)	4/15/40	b4/13/40
Earl of Puddlestone (C)	67	The Gleasons	(F)	8/31/40	b8/17/40
Forgotten Girls (D)	68	Louise Platt-Donald Woods	(F)	3/15/40	b3/23/40
Gangs of Chicago (D)	66	Lola Lane-Lloyd Nolan-MacLane	(F)	5/19/40	b5/25/40
Gaucho Serenade (W)	66	Gene Autry-Smiley Burnette	(F)	5/10/40	b5/18/40
Ghost Valley Raiders (W)	57	Donald Barry-Lena Andre	(F)	3/26/40	b4/6/40
Girl From God's Country (D)	75	Chester Morris-Chas. Bickford	(F)	7/30/40	b7/27/40
Grand Ole Opry (C)	68	Weaver Bros. & Elviry	(F)	8/25/40	b7/13/40
Grandpa Goes to Town (C)	66	The Gleasons-Harry Davenport	(F)	4/19/40	b4/20/40
Hi-Yo Silver (W)	69	Silver Chief-Lynn Roberts	(F)	4/10/40	b4/20/40
In Old Missouri (C)	67	Weaver Bros.-Elviry	(F)	4/17/40	b5/4/40
One Man's Law (W)	57	Don Barry-Janet Waldo	(F)	6/29/40	b7/13/40
Pioneers of the West (W)	56	Three Mesquiteers	(F)	3/12/40	b3/16/40
Rancho Grande (W)	68	Gene Autry-Smiley Burnette	(F)	3/22/40	b3/30/40
Ranger and the Lady (W)	59	Roy Rogers-George Hayes	(F)	7/30/40	b7/27/40
Rocky Mountain Rangers (W)	58	Three Mesquiteers	(F)	5/24/40	b6/8/40
Scatterbrain (C)	73	Judy Canova-Alan Mowbray	(F)	7/20/40	b7/13/40
Sing, Dance, Plenty Hot (Mu)	72	Ruth Terry-Johnny Downs	(F)	8/10/40	b8/3/40
Three Faces West (D)	81	J. Wayne-Sigrid Gurie-C. Coburn	(F)	7/12/40	b6/22/40
(Reviewed as "The Refugee")					
Wagons Westward (D)	69	Chester Morris-Anita Louise	(F)	6/19/40	b6/29/40
Women in War (D)	71	Elsie Janis-Wendy Barrie	(F)	6/6/40	b6/1/40
Young Buffalo Bill (W)	59	Roy Rogers-George Hayes	(F)	4/12/40	b4/20/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Arkansas Judge (C)	72	Rogers-Weaver Bros. and Elviry	(F)	1/28/41	b1/25/41
Barnyard Follies (Mu)	67	Mary Lee-June Storey-Rufe Davis	(F)	12/6/40	b11/23/40
Behind the News (D)	74	Lloyd Nolan-Doris Davenport	(F)	12/20/40	b12/21/40
Border Legion (W)	58	Roy Rogers-Geo. "Gabby" Hayes	(F)	12/5/40	b11/30/40
Bowery Boy (D)	71	Dennis O'Keefe-Louise Campbell	(F)	12/27/40	b1/4/41
Colorado (W)	57	Roy Rogers-George Hayes	(F)	9/15/40	b9/7/40
Friendly Neighbors (C)	67	Weaver Bros. & Elviry	(F)	11/7/40	b11/16/40
Frontier Vengeance (W)	57	Don Barry-Betty Moran	(F)	10/10/40	b10/12/40
Girl From Havana (D)	69	Dennis O'Keefe-Victor Jory	(A)	9/11/40	b9/14/40
Hit Parade of 1941 (Mu-C)	88	Kenny Baker-Frances Langford	(F)	10/15/40	b10/19/40
Lone Star Raiders (W)	57	Three Mesquiteers	(F)	12/23/40	b12/21/40
Meet the Missus (C)	68	Roscoe Karns-Ruth Donnelly	(F)	11/29/40	b11/23/40
Melody and Moonlight (Mu)	72	Johnny Downs-Vera Vague	(F)	10/11/40	b10/5/40
Melody Ranch (Mu-C)	84	Gene Autry-Jimmy Durante	(F)	11/15/40	b11/23/40
Oklahoma Renegades (W)	57	Three Mesquiteers	(F)	8/29/40	b8/17/40
Petticoat Politics (C)	67	Roscoe Karns-Lois Ranson	(F)	1/31/41	b2/15/41
Phantom Cowboy (W)		Don Barry-Virginia Carroll		2/14/41	a1/18/41
(Former title "Bad Man from Rio")					
Prairie Pioneers (W)		Three Mesquiteers		2/16/41	a1/18/41
Ride, Tenderfoot, Ride (W)	65	Autry-Burnette-June Story	(F)	9/6/40	b8/24/40
Ridin' on a Rainbow (Mu-W)	79	Gene Autry-Smiley Burnette	(F)	1/24/41	b2/1/41
Robin Hood of the Pecos (W)	59	Roy Rogers-George Hayes	(F)	1/14/41	b1/18/41
Texas Terrors (W)	57	Don Barry-Al St. John	(F)	11/22/40	b11/23/40
Trail Blazers (W)	58	Three Mesquiteers	(F)	11/11/40	b11/2/40
Tulsa Kid (W)	57	Don "Red" Barry	(F)	8/16/40	b8/3/40
Under Texas Skies (W)	57	Three Mesquiteers	(F)	9/30/40	b9/21/40
Who Killed Aunt Maggie? (My)	69	John Hubbard-Wendy Barrie	(A)	11/1/40	b11/2/40
Wyoming Wildcat (W)	56	Don Barry-Julie Duncan		1/6/41	b1/11/41
Young Bill Hickok (W)	59	Roy Rogers-Geo. Hayes	(F)	10/21/40	b10/5/40

Coming 1940-41

Title	Stars		Rel. Date	See Issue of
Back In the Saddle (Mu-W)	Gene Autry-Smiley Burnette			a2/15/41
Citadel of Crime (D)	John Wayne-F. Dee-Edw. Ellis			a2/1/41
Great Train Robbery (W)	Bob Steele-Claire Carleton			a2/8/41
In Old Cheyenne (W)	Roy Rogers-G. "Gabby" Hayes			In Prod.
Mr. District Attorney (D)	Dennis O'Keefe-Peter Lorre			In Prod.
Sis Hopkins (C)	Judy Canova-Jerry Colonna			In Prod.

20TH CENT.-FOX

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Blue Bird (Tech.) (FA)	83	Shirley Temple-G. Sondergaard	(F)	3/22/40	b1/27/40
Charlie Chan's Murder Cruise (My)	75	Sidney Toler-Marjorie Weaver	(F)	6/21/40	b5/11/40
Charlie Chan in Panama (D)	67	Sidney Toler-Jean Rogers	(F)	3/1/40	b2/10/40
Earthbound (D)	67	Warner Baxter-Andrea Leeds	(A)	6/7/40	b6/8/40
Four Sons (D)	89	Ameche-Leontovitch-Alan Curtis	(A)	6/14/40	b6/1/40
Free, Blonde and 21 (C)	74	Lynn Bari-Joan Davis	(F)	3/29/40	b2/17/40
Girl in 313 (My)	56	Florence Rice-Joan Valerie	(A)	5/31/40	b6/22/40
Grapes of Wrath (D)	129	Fonda-Bowdon-Grapewin	(A)	3/15/40	b1/27/40
I Was An Adventuress (D)	81	Zorina-Richard Greene	(A)	5/10/40	b5/4/40
Johnny Apollo (D)	83	Tyrone Power-Dorothy Lamour	(A)	4/19/40	b4/13/40
Lillian Russell (D)	127	Alice Faye-Don Ameche	(F)	5/24/40	b5/18/40
Lucky Cisco Kid (D)	68	Cesar Romero-Mary Hughes	(F)	6/28/40	b6/1/40
Manhattan Heartbeat (D)	72	Virginia Gilmore-Joan Davis	(F)	7/12/40	b6/8/40
Maryland (D) (Tech.)	92	B. Joyce-Payne-Brennan	(F)	7/19/40	b7/6/40
On Their Own (C)	63	Jones Family	(F)	5/17/40	b4/13/40
Sailor's Lady (D)	66	Nancy Kelly-Jon Hall	(F)	7/5/40	b7/6/40
Shooting High (Mu-D)	63	Withers-Autry-Weaver	(F)	4/26/40	b3/9/40
So This Is London (C)	70	Geo. Sanders-Drayton-Churchill	(A)	5/3/40	b2/4/35
Star Dust (D)	83	Linda Darnell-John Payne	(F)	4/5/40	b4/6/40
Viva Cisco Kid (D)	70	Cesar Romero-Chris-Pin Martin	(F)	4/12/40	b3/23/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Brigham Young, Frontiersman (H-D)	112	Tyrone Power-Linda Darnell	(A)	9/27/40	b8/31/40
Chad Hanna (CS-D) (Tech.)	88	Henry Fonda-Linda Darnell	(A)	12/27/40	b12/14/40
Charlie Chan At the Wax Museum (My)	62	Sidney Toler-Joan Valerie	(F)	9/6/40	b8/3/40
Charter Pilot (D)	70	Lynn Bari-Lloyd Nolan	(F)	12/6/40	b11/23/40
Down Argentine Way (Mu)	88	Don Ameche-Betty Grable (Tech.)	(F)	10/11/40	b10/5/40
Elsa Maxwell's Pub. Deb. #1 (C)	80	G. Murphy-B. Joyce-C. Ruggles	(F)	9/13/40	b8/31/40
Gay Caballero (D)	57	Cesar Romero-Betty McLaughlin	(F)	10/4/40	b9/28/40
Girl from Avenue A (C)	76	Jane Withers-Kent Taylor	(F)	8/9/40	b8/10/40
Girl in the News (D)	78	Margaret Lockwood-Barry Barnes	(F)	1/31/41	b1/4/41
Golden Hoofs (C)	66	Jane Withers-Buddy Rogers	(F)	2/14/41	b2/8/41
Great Profile (C)	70	John Barrymore-Mary Hughes	(A)	10/25/40	b8/17/40
Hudson's Bay (H-D)	94	Paul Muni-Gene Tierney	(F)	1/3/41	b12/28/40
Jennie (D)	78	Doris Bowden-Geo. Montgomery	(F)	12/20/40	b12/7/40

20TH CENT.-FOX

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Man I Married (D)	76	Joan Bennett-Francis Lederer	(A)	8/2/40	b7/20/40
Mark of Zorro (D)	92	Tyrone Power-Linda Darnell	(F)	11/8/40	b11/9/40
Michael Shayne, Private Detective (My)	77	Lloyd Nolan-Marjorie Weaver	(F)	1/10/41	b12/28/40
Murder Over New York (My)	65	Sidney Toler-Marjorie Weaver	(F)	12/13/40	b12/7/40
Night Train (D) (Reviewed as "In Disguise")	95	Margaret Lockwood-Rex Harrison	(A)	10/18/40	b8/3/40
Pier 13 (C-D)	66	Lynn Bari-Lloyd Nolan	(F)	8/23/40	b8/17/40
Return of Frank James (D)	92	H. Fonda-J. Cooper (Tech.)	(F)	8/16/40	b8/17/40
Ride Kelly Ride (D)	59	Marvin Stephens-Rita Quigley	(F)	2/7/41	b1/25/41
Romance of the Rio Grande (W)	73	Cesar Romero-Patricia Morison	(F)	1/17/41	b12/28/40
Street of Memories (D)	71	Guy Kibbee-Lynn Roberts	(A)	11/15/40	b7/6/40
Tall, Dark and Handsome (D)	78	Cesar Romero-Milton Berle	(A)	1/24/41	b1/18/41
Tin Pan Alley (Mu)	94	Alice Faye-B. Grable-J. Oakie	(F)	11/29/40	b11/23/40
Yesterday's Heroes (D)	65	Jean Rogers-Rob't Sterling	(F)	9/20/40	b9/21/40
Young People (C-D)	78	Shirley Temple-Jack Oakie	(F)	8/30/40	b7/13/40
Youth Will Be Served (D)	68	Jane Withers-Robert Conway	(F)	11/22/40	b9/28/40

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Blood and Sand (Tech.)		Tyrone Power-Linda Darnell		5/30/41	In Prod.
Bride Wore Crutches (C-D)	59	Lynne Roberts-Ted North	(F)	7/4/41	b7/27/40
Cowboy and the Blonde		Mary Beth Hughes-G. Montgomery		5/23/41	In Prod.
Dead Men Tell (My)		Sidney Toler		3/28/41	a2/15/41
For Beauty's Sake (My-C)		Ned Sparks-Marjorie Rambeau		6/27/41	a8/17/40
Great American Broadcast		Alice Faye-John Payne-Jack Oakie		5/2/41	In Prod.
Murder Among Friends		John Hubbard-Marjorie Weaver		3/14/41	a1/18/41
Outlaw, The		Walter Huston-Thos. Mitchell		3/21/41	In Prod.
Ride On Vaquero (W)		Cesar Romero-Mary Beth Hughes		4/18/41	a1/25/41
Scotland Yard (D)		Edmund Gwenn-Nancy Kelly		2/28/41	a1/18/41
Sleepers West (D)		Lloyd Nolan-Lynn Bari		4/4/41	a1/25/41
That Night in Rio (Mu) (Tech.) (Former title "Road to Rio")		Alice Faye-Don Ameche		4/11/41	a1/25/41
Tobacco Road (D)		Tierney-Grapewin-Rambeau		3/7/41	In Prod.
Very Young Lady (C)		Jane Withers-Nancy Kelly		6/6/41	In Prod.
Western Union (D) (Tech.)	95	Rob't Young-Randolph Scott	(F)	2/21/41	b2/8/41

UNITED ARTISTS

Current

Title	Mins.	Stars		Rel. Date	See Issue of
Blackout (D)	81	Conrad Veidt-Valerie Hobson	(F)	11/29/40	b10/19/40
Captain Caution (D)	88	V. Mature-Louise Platt-B. Cabot	(A)	8/9/40	b8/3/40
Foreign Correspondent (D)	120	Joel McCrea-Herbert Marshall	(F)	8/16/40	b8/17/40
House Across the Bay (D)	88	Joan Bennett-George Raft	(A)	3/1/40	b3/2/40
Kit Carson (D)	96	Jon Hall-Dana Andrews		8/30/40	b8/31/40
Long Voyage Home (D)	103	John Wayne-Thos. Mitchell	(A)	11/22/40	b10/12/40
My Son, My Son! (D)	116	Brian Aherne-Madeleine Carroll	(A)	3/22/40	b3/9/40
1,000,000 B.C. (D)	80	John Hubbard-Carole Landis	(F)	4/5/40	b4/13/40
Our Town (D)	90	Fay Bainter-Frank Craven	(F)	5/24/40	b5/18/40
Over the Moon (C-D)	78	Oberon-Rex Harrison (Tech.)	(F)	3/29/40	b11/11/39
Pastor Hall (D)	96	Wilfred Lawson-Nova Pilbeam	(F)	9/13/40	b7/27/40
Rebecca (D)	130	Olivier-Anderson-Fontaine	(A)	4/12/40	b3/23/40
Road Show (C)		Adolphe Menjou-Carole Landis	(F)	1/24/41	b1/11/41
Saps at Sea (C)	56	Stan Laurel-Oliver Hardy		5/3/40	b4/27/40
Son of Monte Cristo (D)	104	Joan Bennett-Louis Hayward	(F)	1/10/41	b12/7/40
South of Pago Pago (D)	97	Jon Hall-Victor McLaglen	(F)	7/19/40	b7/20/40
Thief of Bagdad (FA)	109	Sabu-Conrad Veidt (Tech.)		12/25/40	b10/19/40
Turnabout (C)	83	Carole Landis-Hubbard-Menjou	(A)	5/17/40	b5/4/40
Westerner (D)	99	Gary Cooper-Walter Brennan	(F)	9/20/40	b9/21/40

Coming

Title	Mins.	Stars		Rel. Date	See Issue of
Broadway Limited (D)		Victor McLaglen-Dennis O'Keefe			In Prod.
Cheers for Miss Bishop (D)	100	Martha Scott-William Gargan	(F)		b1/18/41
Great Dictator, The (C)	126	Charles Chaplin-P. Goddard	(F)	3/1/41	b10/19/40
Major Barbara		Wendy Hiller- Robert Morley			In Prod.
New Wine		Ilona Massey-Binnie Barnes			In Prod.
Pot O' Gold (C-Mu)		James Stewart-Paulette Goddard		4/11/41	a2/8/41
So Ends Our Night (D)	121	Fredric March-Margaret Sullavan	(A)	2/14/41	b1/25/41
That Hamilton Woman (H-D) (Former title "Lady Hamilton")		Vivien Leigh-Laurence Olivier			a11/30/40
That Uncertain Feeling		Oberon-Douglas-Meredith			a12/14/40
Topper Returns (C)		Joan Blondell-Carole Landis			a12/14/40

UNIVERSAL

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Alias the Deacon (C)	73	Bob Burns	(F)	5/17/40	b5/4/40
Bad Man from Red Butte (W)	58	J. M. Brown-Baker-Fuzzy Knight	(F)	5/31/40	b6/15/40
Black Diamonds (D)	60	Richard Arlen-Andy Devine	(F)	7/19/40	b7/27/40
Black Friday (D)	64	Boris Karloff-Bela Lugosi	(A)	4/12/40	b3/9/40
Boys From Syracuse (C)	73	A. Jones-Martha Raye-J. Penner	(F)	8/9/40	b7/13/40
Double Alibi (My)	65	Wayne Morris-Margaret Lindsay	(A)	3/1/40	b2/24/40
Enemy Agent (D)	60	Robt. Armstrong-Helen Vinson	(F)	4/19/40	b4/13/40
Half a Sinner (D)	59	Heather Angel-John King	(F)	4/5/40	b6/1/40
Hot Steel (D)	61	Richard Arlen-Andy Devine	(F)	5/24/40	b6/29/40
House of the Seven Gables (D)	88	Vincent Price-Margaret Lindsay	(A)	4/12/40	b3/9/40
I Can't Give You Anything But Love Baby (C)	61	Peggy Moran-Johnny Downs	(F)	6/21/40	b5/11/40
If I Had My Way (Mu-C)	87	Bing Crosby-Gloria Jean	(F)	5/3/40	b4/27/40
It's a Date (Mu-D)	103	Deanna Durbin-Kay Francis	(F)	3/22/40	b3/23/40
La Conga Nights (C)	60	Hugh Herbert		5/31/40	b5/18/40
Love, Honor and Oh, Baby (C)	60	Wallace Ford-Kathryn Adams	(F)	6/7/40	b6/8/40
Ma! He's Making Eyes at Me (C)	61	Tom Brown-Constance Moore	(F)	3/15/40	b4/13/40
Private Affairs (C-D)	73	N. Kelly-R. Young-R. Cummings	(F)	7/5/40	b6/15/40
Riders of Pasco Basin (W)	56	J. M. Brown-Bob Baker	(F)	4/5/40	b5/25/40
Sandy Is a Lady (C)	64	Sandy-Mischa Auer-Nan Grey	(F)	6/14/40	b5/25/40
Ski Patrol (D)	64	Luli Deste-Philip Dorn	(F)	5/10/40	b5/11/40
Son of Roaring Dan (W)	63	J. M. Brown-Jeanne Kelly	(F)	7/26/40	b8/17/40
South to Karanga (D)	59	C. Bickford-L. Deste	(F)	8/2/40	b8/10/40
When the Daltons Rode (W-D)	80	Kay Francis-Randolph Scott	(F)	8/23/40	b8/3/40
You're Not So Tough (D)	72	Dead End Kids-Nan Grey	(F)	7/26/40	b6/1/40
Zanzibar (D)	72	Lola Lane-James Craig	(F)	3/8/40	b3/30/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Argentine Nights (C)	73	Ritz Brothers-Andrews Sisters	(F)	9/6/40	b9/7/40
Back Street (D)	89	Chas. Boyer-M. Sullavan	(F)	2/7/41	b2/8/41
Bank Dick (C)	74	W. C. Fields-Una Merkel	(F)	11/29/40	b12/7/40
Boss of Bullion City (W)	59	J. M. Brown-Fuzzy Knight		1/10/41	a9/14/40
Buck Privates (C-Mu)	82	Abbott & Costello-Andrews Sisters	(F)	1/31/41	b2/8/41
Devil's Pipeline (D)	65	Richard Arlen-Andy Devine	(F)	11/1/40	b11/16/40
Diamond Frontier (D)	71	Victor McLaglen-John Loder		10/4/40	b10/12/40
Fugitive, The (D)	75	Ralph Richardson-Diana Wynyard	(A)	9/20/40	b6/22/40
Give Us Wings (D)	69	Billy Halop-Huntz Hall	(F)	12/20/40	b11/16/40
Hired Wife (C)	95	Rosalind Russell-Brian Aherne	(A)	9/13/40	b9/14/40
I'm Nobody's Sweetheart Now (C)	62	Helen Parrish-Dennis O'Keefe	(F)	11/1/40	b8/10/40
Invisible Woman (D)	72	John Barrymore-Virginia Bruce	(A)	12/27/40	b1/4/41
Law and Order (W)	57	J. M. Brown-Fuzzy Knight	(F)	10/18/40	b11/30/40
Leather Pushers (D)	64	Andy Devine-Richard Arlen	(F)	9/13/40	b9/7/40
Little Bit of Heaven (C)	67	Gloria Jean-R. Stack-Nan Grey	(F)	10/11/40	b10/12/40
Lucky Devils (D)	64	Richard Arlen-Andy Devine	(F)	1/3/41	b12/28/40
Margie (C)	59	Tom Brown-Nan Grey-M. Auer	(F)	12/6/40	b9/21/40
Meet the Chump (C)	60	Hugh Herbert-Lewis Howard	(F)	2/14/41	b2/1/41
Meet the Wildcat (D)	63	Margaret Lindsay-Ralph Bellamy	(F)	11/22/40	b10/12/40
Mummy's Hand (D)	67	Dick Foran-Wallace Ford	(A)	9/20/40	b8/31/40
One Night in the Tropics (C)	82	Allan Jones-Nancy Kelly	(F)	11/15/40	b11/2/40
Pony Post (W)	59	Johnny Mack Brown	(F)	11/8/40	b12/21/40
Ragtime Cowboy Joe (W)	58	J. Mack Brown-Fuzzy Knight	(F)	9/20/40	b10/5/40
Sandy Gets Her Man (C)	65	Baby Sandy-S. Erwin-Una Merkel	(F)	11/8/40	b11/2/40
San Francisco Docks (D)	65	Burgess Meredith-Irene Hervey	(A)	1/10/41	b12/7/40
Seven Sinners (D)	84	Marlene Dietrich-John Wayne	(A)	10/25/40	b11/2/40
Six Lessons From Madame La Zonga (C)	60	Lupe Velez-Leon Errol	(F)	1/17/41	b1/18/41
Slightly Tempted (C)	61	Hugh Herbert-Johnny Downs	(F)	10/18/40	b8/10/40
Spring Parade (Mu)	90	Deanna Durbin-Rob't. Cummings	(F)	9/27/40	b9/28/40
Trail of the Vigilantes (W-C)	75	Franchot Tone-Crawford-Devine	(F)	12/13/40	b12/14/40
Where Did You Get That Girl? (Mu-C)	67	Helen Parrish-Chas. Lang	(F)	1/3/41	b12/28/40

UNIVERSAL

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Bury Me Not on the Lone Prairie (W)		J. M. Brown-Fuzzy Knight		3/21/41	a12/12/40
Dangerous Game (D) (Former title, "Who Killed Doc Robin?")		Richard Arlen-Andy Devine		8/22/41	a10/19/40
Dark Streets of Cairo (D)	58	Sigrid Gurie-Ralph Byrd	(F)	2/28/41	b12/7/40
Double Date (C)		Peg. Moran-Ed. Lowe-Una Merkel		3/21/41	In Prod.
Flame of New Orleans (C-D)		Dietrich-Roland Young-Cabot		4/11/41	a2/15/41
Lady From Cheyenne (D)		Loretta Young-Rob't Preston		3/28/41	a2/8/41
Man Made Monster (D) (Former title "Mysterious Dr. R.")		Frank Albertson-Lon Chaney, Jr.		4/4/41	a12/21/40
Man Who Lost Himself (D)		Brian Aherne-Kay Francis		4/25/41	a2/15/41
Mister Dynamite (D)		Lloyd Nolan-Irene Hervey		3/7/41	a2/15/41
Model Wife (C-D)		Joan Blondell-Dick Powell		3/14/41	a2/8/41
Nice Girl (Mu-C)		Deanna Durbin-Franchot Tone		2/21/41	a12/14/40
Oh, Charlie		Abbott & Costello-Evelyn Ankers		5/30/41	In Prod.
Unfinished Business		Irene Dunne-Robt. Montgomery		8/15/41	In Prod.

Coming 1941-42

Title	Mins.	Stars		Rel. Date	See Issue of
Black Cat (C)		Hugh Herbert-Broderick Crawford			In Prod.

WARNER BROS.

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
All This and Heaven Too (D)	143	Bette Davis-Charles Boyer	(A)	7/13/40	b6/22/40
Angel from Texas (C)	69	Albert-Wyman-Reagan	(F)	4/27/40	b4/13/40
Brother Orchid (C-D)	90	E. G. Robinson-Sothern-Bellamy	(F)	6/8/40	b6/1/40
Dr. Ehrlich's Magic Bullet (D)	102	Edw. G. Robinson-Ruth Gordon	(A)	3/2/40	b2/10/40
Flight Angels (D)	74	Ralph Bellamy-Dennis Morgan	(F)	5/18/40	b5/11/40
Flowing Gold (D)	82	Pat O'Brien-John Garfield	(A)	8/24/40	b8/24/40
Fugitive from Justice (D)	53	Roger Pryor-Lucille Fairbanks	(A)	6/15/40	b6/8/40
Gambling on the High Seas (D)	58	Wayne Morris-Jane Wyman	(F)	6/22/40	b2/24/40
It All Came True (D)	97	Ann Sheridan-Jeffrey Lynn	(A)	4/6/40	b3/23/40
King of Lumberjacks (D)	61	John Payne-Gloria Dickson	(F)	4/13/40	b2/24/40
Ladies Must Live (C)	59	Rosemary Lane-Wayne Morris	(F)	7/20/40	b8/24/40
Man Who Talked Too Much (D)	75	Geo. Brent-Virginia Bruce	(A)	7/6/40	b6/29/40
Money and the Woman (D)	65	Jeffrey Lynn-Brenda Marshall	(F)	8/17/40	b8/17/40
Murder in the Air (D)	55	Ronald Reagan-Lya Lys	(F)	8/1/40	b2/24/40
My Love Came Back (C-D)	85	De Havilland-J. Lynn-J. Wyman	(F)	7/20/40	b6/29/40
River's End (D)	70	Dennis Morgan-George Tobias	(F)	8/10/40	b8/24/40
Saturday's Children (D)	101	John Garfield-Anne Shirley	(F)	5/11/40	b4/13/40
Sea Hawk (D)	127	Flynn-Marshall-Crisp	(F)	8/31/40	b7/20/40
Tear Gas Squad (D)	58	D. Morgan-J. Payne-G. Dickson	(F)	5/4/40	b3/23/40
They Drive by Night (D)	93	Raft-Sheridan-Bogart	(A)	8/3/40	b7/13/40
Three Cheers for the Irish (C-D)	100	Priscilla Lane-Dennis Morgan	(F)	3/16/40	b3/9/40
'Til We Meet Again (D)	100	Merle Oberon-George Brent	(F)	4/20/40	b4/6/40
Torrid Zone (D)	88	Cagney-O'Brien-Sheridan	(A)	5/25/40	b5/11/40
Virginia City (H-W)	121	Flynn-Hopkins-Scott	(F)	3/23/40	b3/23/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Always a Bride (C)	58	Rosemary Lane-George Reeves	(F)	11/2/40	b11/30/40
Calling All Husbands (C)	64	Geo. Tobias-Lucille Fairbanks	(F)	9/7/40	b8/31/40
Case of the Black Parrot (My)	60	Wm. Lundigan-Maris Wrixon	(F)	1/11/41	b1/18/41
City for Conquest (D)	105	James Cagney-Ann Sheridan	(A)	9/21/40	b9/14/40
Dispatch from Reuters (D)	88	Robinson-Albert-Basserman	(F)	10/19/40	b9/21/40
East of the River (D)	74	John Garfield-Brenda Marshall	(A)	11/9/40	b11/2/40
Father Is a Prince (C)	62	Grant Mitchell-Nana Bryant	(A)	10/12/40	b10/12/40
Four Mothers (D)	86	Lane Sisters-G. Page-J. Lynn	(F)	12/21/40	Reissued
Great Mr. Nobody (C)	71	Eddie Albert-Joan Leslie		2/15/41	b2/8/41
Here Comes the Navy (D)	86	James Cagney-Pat O'Brien	(F)	1/4/41	b12/21/40
High Sierra (D)	100	Humphrey Bogart-Ida Lupino	(F)	1/25/41	b1/11/41
Honeymoon for Three (C)	77	George Brent-Ann Sheridan	(F)	1/18/41	b1/11/41
Knute Rockne—All American (D)	93	Pat O'Brien-Ronald Reagan	(F)	10/5/40	b10/12/40
Lady with Red Hair (D)	81	Miriam Hopkins-Richard Ainley	(A)	11/30/40	b11/16/40
Letter The (D)	101	Bette Davis-Herbert Marshall	(A)	11/23/40	b11/16/40
No Time for Comedy (C)	96	J. Stewart-R. Russell-C. Ruggles	(A)	9/14/40	b9/7/40
Santa Fe Trail (D)	110	Flynn-de Havilland-Massey	(F)	12/28/40	b12/28/40
She Couldn't Say No (C)	63	Roger Pryor-Eve Arden	(F)	12/7/40	b12/28/40
South of Suez (D)	86	Geo. Brent-Lee Patrick	(F)	11/16/40	b12/7/40
Tugboat Annie Sails Again (C)	77	Marjorie Rambeau-Alan Hale	(F)	10/26/40	b10/19/40

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Affectionately Yours (C)		Merle Oberon-Dennis Morgan			a2/8/41
Bride Came C.O.D. (C-D)		Bette Davis-James Cagney			In Prod.
Father's Son (D)	58	John Litel-Billy Dawson	(F)	2/1/41	b1/4/41
Flight From Destiny (D)	70	Thos. Mitchell-Jeffrey Lynn	(A)	2/8/41	b12/28/40
Footsteps in the Dark (D)		Errol Flynn-Brenda Marshall		3/8/41	a11/30/40
Gentle People		Ida Lupino-John Garfield			In Prod.
Great Lie (D)		Bette Davis-Geo. Brent			a12/21/40
Here Comes Happiness (D)		Mildred Coles-Richard Ainley		3/15/41	a1/4/41
Highway West		Brenda Marshall-Olympe Bradna			In Prod.
Kisses for Breakfast (C) (Former title "She Stayed Kissed")		Dennis Morgan-Jane Wyatt			a1/25/41
Knockout (D)		Arthur Kennedy-Olympe Bradna		3/29/41	a12/21/40
Meet John Doe		Gary Cooper-Barbara Stanwyck			In Prod.
Miss Wheelwright Discovers America (C-D)		Priscilla Lane-Ronald Reagan			a2/1/41
Sea Wolf (D)		Robinson-Garfield-Lupino		3/22/41	a11/30/40
Sergeant York		Gary Cooper-Joan Leslie			In Prod.
Shadows on the Stairs (D) (Former title "Murder on the Second Floor")		Maris Wrixon-Wm. Lundigan		3/1/41	a1/18/41
Shining Victory (D) (Former title "Winged Victory")		G. Fitzgerald-Jas. Stephenson			a2/1/41
Shot In the Dark		Ricardo Cortez-Wm. Lundigan			In Prod.
Singapore Woman (D)		Brenda Marshall-David Bruce			a2/1/41
Strange Alibi (D)		Arthur Kennedy-Joan Perry			In Prod.
Strawberry Blonde (C-D)	97	Jas. Cagney-Olivia de Havilland	(F)	2/22/41	b2/15/41
Thirty Days Hath September (C)		Eddie Albert-Joan Leslie			a2/8/41
Three Sons O'Guns		Wayne Morris-Arthur Kennedy			In Prod.
Wagons Roll at Night (D) (Former title "Carnival")		Humphrey Bogart-Sylvia Sidney			a11/2/40

MISCELLANEOUS

Title	Mins.	Stars			See Issue of
Adolescence (D)	80	Leon Janney-Eleanor Hunt	(A)	Select	b12/21/40
Captain Moonlight (D)	60	John Garrick-Winifred Shotter	(A)	Atlas	b4/27/40
Face at the Window (My)	65	Tod Slaughter-Marjorie Taylor	(A)	Ziehm	b10/19/40
George Washington Carver (D)	69	G. W. Carver-B. Washington III	(A)	St. George	b4/13/40
Hidden Menace (D)	56	Otto Kruger-Gertrude Michael	(F)	Alliance	b4/13/40
Human Beast (D) (French)	79	Jean Gabin-Simone Simon	(A)	Juno	b4/24/40
Leopard Men of Africa (T)	65	Natives and animals	(A)	Select	b7/6/40
Let George Do It (C)	72	Geo. Formby-Phyllis Calvert	(F)	Film All	b10/26/40
Lilac Domino (Mu)	95	Michael Bartlett-June Knight	(F)	Select	b12/14/40
Mad Youth (D)	60	Mary Ainslee-Betty Compson	(A)	Atlas	b5/25/40
Merry Wives (Czech) (H-D)	80	Czech cast	(A)	Lloyd	b2/1/41
Murder in the Night (D)	58	Jack LaRue-Sandra Storme	(A)	Film All	b7/20/40
Overnight (D)	66	Robert Donat-Pearl Argyle	(F)	Mundus	b6/8/40
Torso Murder Mystery (My)	70	Bruce Cabot-Marta Labarr	(A)	Ziehm	b10/19/40

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

Shorts Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Doughnuts	Shirley Temple	19	Reissued
Managed Money	Shirley Temple	20	Reissued
Merrily Yours	Shirley Temple	20	Reissued
Mother, The		10	Not Rev.
Pardon My Pups	Shirley Temple	19	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1939-40

ALL STAR COMEDIES (18)

All American Blondes	Fair	17	11/11/39
Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
Awful Goof		19	Not Rev.
Boobs in the Woods	Funny	16	6/15/40
Fireman Save My Choo Choo	Blah	17	8/31/40
Glove Slingers	Good Slapstick	18	1/ 6/40
Heckler	Fairly Funny	18	2/24/40
His Bridal Fright		18	Not Rev.
Mr. Clyde Goes to Broadway		18	Not Rev.
Money Squawks		18	Not Rev.
Nothing But Pleasure	Amusing	18	2/17/40
Pardon My Berth Marks	Filler	18	3/16/40
Skinny the Moocher	Funny	16½	9/ 2/39
South of the Boudoir	Good Slapstick	18½	6/15/40
Static In the Attic	Funny	20	9/ 2/39
Taming of the Snood		18	Not Rev.
Teacher's Pest	Fairly Funny	18	8/12/39
You're Next	Poor	18	6/15/40

CINESCOPES (6)

Berth of a Queen	Interesting	11	4/20/40
Fashion Takes a Holiday	Feminine Appeal	11	3/16/40
Odd Vocations		10	Not Rev.
Squadron 992		8½	Not Rev.
Threads of a Nation	Interesting	11	2/24/40
World of 1960	Interesting	10	1/ 6/40

COLUMBIA TOURS (6)

Beautiful Switzerland	Average	10	12/30/39
Historic Cities of India		10	Not Rev.
Holland and the Zuyder Zee	Interesting	10	9/16/39
In the Land of the Pagodas		10	Not Rev.
Life in Paris		10	Not Rev.
New Hampshire	Good Travel Film	11	3/16/40
Pleasurebound in Canada		10	Not Rev.
Unveiling Algeria	Fair	10	4/20/40

COLOR RHAPSODIES (16) (Tech.)

Blackboard Review		7	Not Rev.
Boy, a Gun and Birds	Fair	7	1/ 6/40
Crop Chasers	Good	7½	10/14/39
Dreams On Ice	Cute	7	10/14/39
Egg Hunt	Cute	7½	6/15/40
Greyhound and the Rabbit	Filler	7	4/20/40
Happy Tots' Expedition		6½	Not Rev.
Jitterbug Knights	Fair	7	9/ 9/39
Mother Goose In Swing-Time		7	Not Rev.
Mountain Ears	Cute	7	10/14/39
Timid Pup	Too Tame	7	8/31/40
Ye Olde Swap Shoppe		7	Not Rev.

COMMUNITY SINGS (10)

College Songs		10	Not Rev.
Crosby Hit Songs		9	Not Rev.
Gypsy Songs	Very Good	10	2/17/40
Medley of Hits		10	Not Rev.
Old Time Songs		9½	Not Rev.
Stephen Foster Songs		10	Not Rev.
Topical Songs		10	Not Rev.

FABLES CARTOONS (6)

Barnyard Babies		6	Not Rev.
Little Lost Sheep	Fair	7	9/16/39
Park Your Baby	Average	7	2/24/40
Peep in the Deep	Routine	7	8/31/40
Pooch Parade		7	Not Rev.
Practice Makes Perfect	Dull	6	4/20/40

FOOLS WHO MADE HISTORY (6)

Story of Charles Goodyear	Excellent	10	10/21/39
Story of Elias Howe	Excellent	11	9/16/39

HAPPY HOUR

Book of Books	Outstanding	10	11/18/39
Building of Boys	Noteworthy	10	10/21/39

MOMENTS OF COMEDY (6)

PALS AND PETS (6)

PHANTASIES CARTOONS (10)

Charm Bracelet		6½	Not Rev.
Fish Follies		6	Not Rev.
Man of Tin		7	Not Rev.
Millionaire Hobo		6½	Not Rev.
Mouse Exterminator	Fair	6½	1/27/39
News Oddities		6½	Not Rev.

SCREEN SNAPSHOTS (12)

No. 1 Art of Make-up	Very Good	10	10/14/39
No. 2 Training Animal Stars	Above Average	10	11/11/39
No. 3 Novelty Parties		10	Not Rev.
No. 4 Trip Thru Studios		10	Not Rev.
No. 5 Art in Hollywood	Fan Appeal	11	3/16/40
No. 6 Hollywood Recreations	Good	10	4/20/40
No. 7 Wardrobe Designers		10	Not Rev.
No. 8 Cowboy Jubilee		10	Not Rev.
No. 9 Ken Murray	Just Fair	10	7/20/40
No. 10 Jack Oakie	So So	9	8/31/40

COLUMBIA 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
STOOGE COMEDIES (8)			
A Plumbing We Will Go		18	Not Rev.
Calling All Curs	Good Slapstick	18	8/12/39
How High Is Up	Grand Slams	16	7/20/40
Nutty But Nice		17	Not Rev.
Oily To Bed, Oily To Rise	Swell Slapstick	18	9/16/39
Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
Three Sappy People		18½	Not Rev.
You Nazty Spy!	Swell Satire	18	2/10/40
WASHINGTON PARADE (6)			
Archives		11	Not Rev.
Inside the F.B.I.		11	Not Rev.
Our National Defense		10	Not Rev.
Smithsonian Institution	Exceptional	11	11/11/39
Social Security	Interesting	11	6/15/40
U. S. Treasury	Excellent	10	2/10/40
WORLD OF SPORTS (12)			
Bows and Arrows	Very Good	10	10/21/39
Canvass Capers		10	Not Rev.
Fishing In Hawaii		11	Not Rev.
Flying Targets	For Sportsmen	10	3/16/40
Jai Alai	Good	9	12/30/39
Rough House Fiesta		10	Not Rev.
Saving Strokes With Sam Snead		10	Not Rev.
Skiing Technique		10	Not Rev.
Sport of Kings	Satisfactory	10	6/15/40
Tomorrow's Stars	Good	10	4/27/40

1940-41

ALL STAR COMEDIES (18)

Blondes and Blunders	Silly	16	11/30/40
Bundle of Bliss		17	Not Rev.
Cold Turkey		18	10/12/40
Fresh As A Freshman		16	Not Rev.
His Ex Marks the Spot	Funny	18	1/11/41
Pleased to Mitt You		18	Not Rev.
Snook Speaks	Fairly Amusing	18	10/12/40
Watchman Takes a Wife	Fairly Amusing	16	1/25/41

CINESCOPES (10)

Feathers		9	Not Rev.
Floating Elephants	Timely and Good	8	10/12/40
Hobby Lobby	Excellent	12	9/21/40
Nice Work, If you Can Do It	Fair	10	11/23/40
Unusual Crafts	Interesting	9	1/25/41

COLOR RHAPSODIES (16) (Tech.)

Helping Paw	Amusing	7	2/ 1/41
Mad Hatter		7	Not Rev.
Mr. Elephant Goes to Town		8	Not Rev.
Tangled Television	Good	7½	10/12/40
Way of All Pests		7	Not Rev.
Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

Beautiful British Columbia		10	Not Rev.
From Singapore to Hongkong		10	Not Rev.
Historic Virginia		11	Not Rev.
Islands of the West Indies	Satisfactory	10	11/23/40
Old and New Arizona		10	Not Rev.
Savoy in the Alps	Poor Timing	11	11/23/40
Sojourn in Havana	Interesting	9	11/30/40

COMMUNITY SINGS (10)

Fun With Songs	Depends	9	11/23/40
Gay Tunes		10	Not Rev.
Jolly Tunes		9	Not Rev.
Melodies That Linger		10	Not Rev.
Popular Love Songs		9	Not Rev.

FABLES CARTOONS (8)

Farmer Tom Thumb	Good	7	10/12/40
It Happened to Crusoe		6	Not Rev.
Mouse Meets Lion	Poor	6	11/23/40
Paunch and Judy	Average	6	1/25/41
Streamlined Donkey		6	Not Rev.

HOW'S YOUR I. Q. (6)

Take It Or Leave It (1)	Funny	11½	11/30/40
Take It Or Leave It (2)	Entertaining	11	2/ 1/41
Take It Or Leave It (3)		11	Not Rev.

NEW YORK PARADE (6)

Magic City	Well Done	10	1/25/41

PHANTASIES CARTOONS (8)

Happy Holidays		6	Not Rev.
Little Theatre		6	Not Rev.
Schoolboy Dreams	Cute	7	10/12/40
Tom Thumb's Brother		6	Not Rev.

SCREEN SNAPSHOTS (12)

No. 1 (Ken Murray)		10	11/30/40
No. 2 (Don Wilson)	Very Good	10	11/23/40
No. 3 (Ken Murray)	One of the Best	9	Not Rev.
No. 4 (Ken Murray)		10	Not Rev.
No. 5 (Bob Hope)	Excellent	10	2/ 1/41

STOOGE COMEDIES (8)

Boobs In Arms		18	Not Rev.
Cookoo Cavaliers	Silly	17	11/30/40
From Nurse to Worse	A Dud	17	8/31/40
No Census, No Feeling		18	Not Rev.
So Long Mr. Chumps		20	Not Rev.

COLUMBIA 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of
WASHINGTON PARADE (6)			
The Mint		10	Not Rev.
U. S. Military Academy		10	Not Rev.
U. S. Naval Academy	Splendid	10	2/ 1/41
WORLD OF SPORTS (12)			
Ali the Giant Killer	Very Good	9	1/25/41
Hunting Wild Deer	Fair	9	11/30/40
Ice Capers		10	Not Rev.
Master of Cue	For Billiard Fans	10	10/12/40
Splits, Spares and Strikes		10	Not Rev.

MGM 1939-40

CARTOONS (18) (Tech.)

Bookworm Turns	Average	8	7/27/40
Fishing Bear	Clever	8	2/ 3/40
Gallopin' Gals	Excellent	8	11/ 9/40
Homeless Flea	Cute	8	11/ 9/40
Home on the Range	Cute	9	3/ 3/40
Mad Maestro	Good	8	1/20/40
Milky Way	Cute	8	7/ 6/40
Papa Gets the Bird	Cute	8	9/28/40
Peace on Earth	Definitely a "Must"	8	12/ 9/39
Puss Gets the Boot	Good	9	3/ 9/40
Rainy Day		8	Not Rev.
Romeo in Rhythm	Misses Fire	8	9/ 7/40
Swing Social	Clever	8	6/ 1/40
Tom Turkey and His Harmonica Humdinger	Fair	7	7/27/40

CRIME DOESN'T PAY (6)

Buyer Beware	Excellent	20	9/ 7/40
Jack Pot	One of the Best	19	3/30/40
Know Your Money	Excellent	21	2/ 3/40
Pound Foolish	Excellent	20	1/20/40
Soak the Old	Very Good	20	9/28/40
Women in Hiding	Excellent	22	7/ 6/40

METROSCOPIX (1)—NOT MADE

CAREY WILSON MINIATURES (9)

Ashcan Fleet	Excellent	11	10/ 7/39
Door Will Open	Unusual	11	3/30/40
Failure at Fifty	Excellent	10	10/28/39
Mendelssohn's Wedding March	For Romanticists	11	11/25/39
Miracle at Lourdes	Excellent	11	1/20/40
Old South	Interesting	10	2/ 3/40
Rumba Rhythm	Entertaining	10	9/ 2/39
Servant of Mankind	A Trailer	9	6/ 1/40
Where Turf Meets Surf	Fair	10	2/ 3/40

OUR GANG (8)

Alfalfa's Double	Chucklesome	11	2/ 3/40
All About Hash	Fair	11	6/ 1/40
Big Premiere	Poor	10	3/30/40
Bubbling Troubles	Has Laughs	11	7/ 6/40
Captain Spanky's Showboat	Funny	10	10/14/39
Dad For a Day	Good	11	11/25/39
New Pupil	Poor	11	4/27/40
Time Out for Lessons	Fair	11	12/23/39

JOHN NESBITT PASSING PARADE (8)

Baron and the Rose	Excellent	11	9/28/40
Dreams	Interesting	10	12/ 7/40
Forgotten Victory	Interesting	9	12/30/39
Hidden Master	Fair	10	4/27/40
Trifles of Importance	Very Good	10	7/27/40
Utopia of Death	Interesting	10	11/ 9/40
Way in the Wilderness	Fine	10	7/ 6/40
XXX Medico	Excellent	10	4/27/40

PETE SMITH SPECIALTIES (13)

Cat College	Excellent	10	7/27/40
Domineering Male	Excellent	10	3/30/40
Football Thrills of 1939	For Grid Fans	10	9/28/40
Let's Talk Turkey	Swell	10	11/25/39
Maintain the Right	Very Good	10	1/20/40
Please Answer	Very Good	9	9/ 7/40
Romance of the Potato	Good	9	12/23/39
Ski Birds	Excellent	8	11/25/39
Social Sea Lions	Novel	9	7/27/40
Spots Before Your Eyes	Excellent	10	6/ 1/40
Stuffie	Swell	11	3/ 9/40
What's Your I.Q.?	Good	7½	3/ 9/40
What's Your I.Q.? No. 2	Good	9	7/ 6/40

ROBERT BENCHLEY (4)

Day of Rest	Funny	10	10/28/39
Home Movies	A Howl	9	3/ 9/40
See Your Doctor	Very Funny	8	12/23/39
That Inferior Feeling	Excellent	10	1/20/40

SPECIAL SUBJECTS

Flags Speaks	A Must	19	5/ 4/40
Northward Ho!	A Trailer	9	3/ 9/40

FITZPATRICK TRAVELTALKS (12) (Tech.)

Calling on Colombia	Standard	8	4/27/40
Day on Treasure Island	Colorful	10	9/ 9/39
Land of Alaska Nellie	Good	10	1/27/40
Modern New Orleans	Interesting	9	6/ 1/40
Natural Wonders of Washington State	Okay	10	10/28/39
Night Descends on Treasure Island	Fair	9	3/ 9/40
Old Natchez	Good	9	2/ 3/40
Quaint St. Augustine	Charming	9	11/25/39
Seattle, Gateway to the Northwest	Standard	9	3/30/40
Sitka and Juneau	Interesting	9	4/27/40
Suva, Pride of Fiji	Pleasing	9	6/ 1/40
Valiant Venezuela	Standard	9	12/23/39

MGM 1940-41

	Comment	Running Time	Reviewed Issue Of
CARTOONS (18) (Tech.)			
Abdul the Bul-Bul Ameer		8	Not Rev.
Lonesome Stranger	Excellent	9	12/ 7/40
Mrs. Ladybug	Excellent	8	1/ 4/41
CRIME DOESN'T PAY (6)			
Eyes of the Navy	Excellent	22	10/19/40
Respect the Law	Very Good	20	2/ 1/41
You the People	Excellent	21	1/ 4/41
MINIATURES (10)			
Great Meddler	Very Good	10	1/ 4/41
Happiest Man on Earth	Unusual	10	2/ 1/41
Rodeo Dough	Very Good	10	12/ 7/40
OUR GANG (9)			
Baby Blues		10	Not Rev.
Fightin' Fools	Good Fun	10	2/ 1/41
Goin' Fishin'	Standard	10	11/ 9/40
Good Bad Boys	Good	11	9/ 7/40
Kiddie Cure	Good Gang	11	12/ 7/40
Waldo's Last Stand	Flimsy	10	11/ 9/40
PASSING PARADE (9)			
American Spoken Here	Excellent	10	12/ 7/40
PETE SMITH SPECIALTIES (14)			
Penny to the Rescue	Excellent	10	2/ 1/41
Quicker'n a Wink	Excellent	18	11/ 9/40
Quiz Biz		16	Not Rev.
Sea For Yourself	Holds Interest	10	1/ 4/41
Wedding Bills	Very Good	10	12/ 7/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
Alluring Alaska		10	Not Rev.
Beautiful Bali	As Usual	10	12/ 7/40
Capital City	Fair	9	9/ 7/40
Cavalcade of San Francisco	Too Late	9	9/28/40
Glimpses of Kentucky		10	Not Rev.
Glimpses of Washington State		10	Not Rev.
Haiti, Land of Dark Majesty		10	Not Rev.
Mediterranean Ports of Call	Out-dated	10	2/ 1/41
Old New Mexico	Fair	10	11/ 9/40
Old New Orleans	As Usual	10	1/ 4/41
Red Men on Parade		10	Not Rev.
Yosemite the Magnificent		10	Not Rev.

PARAMOUNT 1939-40

	Comment	Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)			
Ants in the Plants	Good	7	3/23/40
Fresh Vegetables Mystery	Clever	7	10/21/39
Snubbed by a Snob	Cute	7	5/18/40
Kick in Time	Good	7	2/24/40
Little Lambkin	Cute	7	8/17/40
You Can't Shoe a Horsefly	Cute	7	8/24/40
COLOR CRUISES (7)			
Argentina		10	Not Rev.
Chile	Fair Travelogue	10	12/16/39
Cuba		10	Not Rev.
Ecuador	Fair	10	9/16/39
Isle of Columbus		10	Not Rev.
Pacific Paradise	Interesting	10	7/13/40
Peru	Average	10	10/21/39
HEADLINERS (10)			
Artie Shaw's Class in Swing	For Swing Fans Only	10	8/26/39
Blue Barron & Orch.	Good	10	6/ 8/40
Frankie Masters and His Orchestra	Entertaining	11	1/20/40
Have You Met Yvette?	Good	10	5/ 4/40
Here's Hal	Average Band Number	10	12/16/39
Jimmy Dorsey & Orch.	Snappy	10	2/24/40
Moments of Charm of 1940	Very Good	11	11/ 4/39
George Olsen and His Music	Peppy	10	3/23/40
Ted Fio Rito & Orch.	Good	11	11/11/39
Pinky Tomlin & Orch.	Entertaining	11	8/17/40
PARAGRAPHICS (10)			
Bits of Life	Misses Fire	11	12/16/39
Busy Little Bears	Splendid	10	11/11/39
Dangerous Dollars	Informative	11	7/13/40
Not So Dumb	Excellent	10	3/23/40
Pictorial	Interesting	10	2/24/40
Pictorial No. 2	Satisfactory Filler	10	8/24/40
Public Hobby No. 1	Stamp-endous	10	9/ 2/39
Sugar Wind	Good	10	2/ 3/40
Television Preview	Interesting	10	5/18/40
Touchdown Review	Good Resume	10	1/27/40
POPEYE (12)			
Doing Impossikible Stunts	Good	7	8/17/40
Females Is Fickle	Good	7	3/23/40
Fightin' Pals		7	Not Rev.
Me Feelin's Is Hurt	Fair	7	5/ 4/40
Never Sock a Baby	Good	6	11/18/39
Nurse Mates	Fair	7	7/13/40
Onion Pacific	Satisfactory	7	6/ 8/40
Puttin' On the Act	Poor	7	8/24/40
Shakespearian Spinach	Funny	7	2/ 3/40
Stealin' Ain't Honest	Average	7	5/ 4/40
Wimmin Hadn't Oughta Drive	Excellent	7	8/24/40
Women Is a Myskery	Funny	7	6/ 8/40
POPULAR SCIENCE (6)			
No. 1	Very Good	10	9/23/39
No. 2	Very Interesting	10	11/25/39
No. 3	Interesting	10	1/27/40
No. 4	Exceptionally Interest'g	10	2/24/40
No. 5	Very Good	10	5/ 4/40
No. 6	Good	11	7/13/40

PARAMOUNT 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
SPORTLIGHTS (13)			
Aqua-Rhythm	Good	10	11/18/39
Blue Streak	Excellent	10	5/ 4/40
Bowling Skill	Very Good	10	2/ 3/40
Catching Whoppers	Thrilling	10	9/23/39
Cradle of Champions	Excellent	10	6/15/40
Dog Is Born	Excellent	10	11/ 4/39
Desert Adventure	Excellent	10	9/23/39
Human Fish	Excellent	10	2/24/40
Hydro-Maniacs	Exciting	10	8/26/39
Judo Experts	Excellent	10	1/20/40
Playmates of the Wild	Unique	10	5/18/40
Sink or Swim	Very Good	10	7/13/40
Two of a Kind	Fine	10	3/23/40
STONE AGE CARTOONS (12)			
Foul Ball Player	Fair	7	6/ 8/40
Fulla Bluff Man	Fair	7	8/24/40
Granite Hotel	Good	7	5/18/40
Springtime in the Rockage		7	Not Rev.
Ugly Dino	Cute	7	7/13/40
Pedagological Institution		7	Not Rev.
Way Back When a Nag Was Only a Horse	Okay	7	3/23/40
Way Back When a Night Club Was a Stick		7	Not Rev.
Way Back When a Razzberry Was a Fruit	Fair	7	8/16/40
Way Back When a Triangle Had Its Points	Fair	7	2/24/40
Way Back When Women Had Their Weigh		7	Not Rev.
Wedding Belts		7	Not Rev.
SYMPHONIC (3)			
Blue Danube Waltz	Glorious Music	10	10/21/39
Merry Wives of Windsor	For Music Lovers	9	11/11/39
William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	11	10/14/39
No. 2	Fairly Interesting	11	12/16/39
No. 3	Good	11	2/ 3/40
No. 4	Interesting	10	5/ 4/40
No. 5	Good	10	5/18/40
No. 6	Interesting	10	8/16/40

1940-41

	Comment	Running Time	Reviewed Issue Of
ANIMATED ANTICS (10)			
Bring Himself Back Alive	Good	7	12/21/40
Dandy Lion	Poor	7	10/ 5/40
Mommy Loves Poppy	Average	7	11/23/40
Sneak, Snoop and Snitch	Fair	7	11/23/40
Wild Oysters	Unusual	7	2/15/41
FASCINATING JOURNEYS (6) (Tech.)			
River Thames—Yesterday	Beautiful	10	11/23/40
Sacred Ganges	Dull	10	1/25/41
Village in India		10	Not Rev.
GABBY CARTOONS (8) (Tech.)			
All's Well	Silly	7	1/18/41
Constable	Satisfactory	7	11/23/40
King For a Day	Fair	7	10/26/40
Two for the Zoo	Good	7	2/15/41
HEADLINERS (8)			
Gene Krupa & Orch.		10	Not Rev.
Listen to Larry	Satisfactory	10	11/ 2/40
Johnnie Messner & Orch.	Fair	11	12/21/40
Moments of Charm of 1941 (Tech.)	Pretty	10	10/ 5/40
MADCAP MODELS (6) (Tech.)			
Dipsy Gipsy		9	Not Rev.
Western Daze	Novel	9	1/11/41
PARAGRAPHICS (6)			
Breezy Little Bears	Excellent	10	1/18/41
Nature's Nursery	Excellent	10	11/ 2/40
Quiz Kids		10	Not Rev.
Seeing Is Believing	Fair	11	12/ 7/40
POPEYE (12)			
Eugene, the Jeep	Funny	7	12/ 7/40
My Pop, My Pop	Amusing	7	11/ 2/40
Popeye Meets William Tell	Funny	7	10/ 5/40
Problem Pappy	Fair	7	1/25/41
Quiet Pleeze		7	Not Rev.
With Poopdeck Pappy	Entertaining	7	12/ 7/40
POPULAR SCIENCE (6)			
No. 1	Good	10	10/ 5/40
No. 2	Interesting	10	11/23/40
No. 3	Interesting	10	12/21/40
No. 4		10	Not Rev.
ROBERT BENCHLEY (4)			
Trouble With Husbands	Great Fun	11	11/16/40
Waiting For Baby		10	Not Rev.
SPECIAL CARTOON (1) (Tech.)			
Raggedy Ann	Very Good	19	12/21/40
SPORTLIGHTS (13)			
Acrobatic Aces	Excellent	10	1/25/41
Canine Sketches		10	Not Rev.
Diving Demons	Beautiful Diving	10	10/ 5/40
Feminine Fitness	Very Good	10	12/21/40
Marine Round-up	Excellent	10	12/ 7/40
Motorcycle Stunting	Thrills Aplenty	10	11/23/40
Sporting Everglades	Very Good	10	10/26/40
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	10	10/ 5/40
No. 2	Interesting	10	12/ 7/40
No. 3	Good	10	2/15/41

RKO-RADIO 1939-40

	Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
Bill Poster	Very Good	8	5/25/40
Bone Trouble		9	Not Rev.
Donald's Dog Laundry	Very Funny	8	5/25/40
Donald's Vacation	A Scream	8	8/10/40
Fire Chief	Good	8	12/14/40
Goofy's Glider	Excellent	8	12/14/40
Mr. Duck Steps Out	Swell	8	5/25/40
Mr. Mouse Takes a Trip	Excellent	8	11/16/40
Officer Duck	A Scream	8	9/16/39
Pantry Pirate	Very Good	8	2/ 1/41
Pluto's Dream House	Excellent	8	9/14/40
Pluto's Playmate		8	Not Rev.
Put-Put Troubles		7	Not Rev.
Riveters	A Howl	7	5/25/40
Timber		8	Not Rev.
Tugboat Mickey	Excellent	8	5/25/40
Window Cleaners	A Scream	8	10/19/40
EDGAR KENNEDY (6)			
Act Your Age	Extremely Funny	18	10/ 7/39
Kennedy the Great		19	Not Rev.
Mutiny in the County		17	Not Rev.
Slightly at Sea		16	Not Rev.
'Taint Legal		16	Not Rev.
INFORMATION PLEASE (13)			
No. 1 (Rex Stout)	Like Radio Program	11	9/30/39
No. 2 (Gene Tunney)	Entertaining	10	10/28/39
No. 3 (C. B. Kelland)	Entertaining	10	11/18/39
No. 4 (Deems Taylor)	Very Good	11	12/23/39
No. 5 (Chris. Morley)	Good	11	2/10/40
No. 6 (Gene Tunney)	Very Good	10	2/17/40
No. 7 (C. B. Kelland)	Entertaining	11	4/ 6/40
No. 8 (Ruth Gordon)	Excellent	10	4/13/40
No. 9 (Elmer Davis)	Excellent	11	4/27/40
No. 10 (Deems Taylor)	Good	11	6/15/40
No. 11 (Chris. Morley)	Entertaining	11	6/15/40
No. 12 (Wendell Willkie)	Willkie Appeal	10	7/13/40
No. 13 (Elmer Davis)	Amusing	9	8/10/40
LEON ERROL (6)			
Bested By a Beard		20	Not Rev.
Scrappily Married		20	Not Rev.
Truth Aches		19	Not Rev.
Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)			
Canada at War	Interesting	18	3/ 9/40
America's Youth—1940	Satisfactory	19	4/13/40
Philippines	Interesting	19	5/11/40
U. S. Navy	Good	19	6/ 8/40
Spoils of Conquest	Good	17	8/10/40
Gateway to Panama	Okay	20	8/24/40
RADIO FLASH (8)			
Blamed For a Blonde	Very Funny	19	10/ 7/39
Chicken Feed		18	Not Rev.
Coat Tales		18	Not Rev.
Goodness a Ghost		16	Not Rev.
Twinculplets		20	Not Rev.
RAY WHITLEY (8)			
Bandits and Ballads		17	Not Rev.
Coralling a School Marm	Good	20	8/10/40
Cupid Rides the Range	Very Good	18	9/16/39
Molly Cures a Cowboy		19	Not Rev.
REELISMS (13)			
Acres of Plenty	Very Good	9	11/ 4/39
Air Army	Timely	9	4/27/40
American Royal	Excellent	9	11/18/39
Hats		9	Not Rev.
Men of Muscle	Good	9	2/10/40
Navajoland	Very Good	10	2/10/40
Nevada Unlimited	Interesting	9	9/30/39
Siege	Startling	10	2/10/40
Stray Lamb	Unusual	8	6/15/40
Streamlined	Excellent	9	8/10/40
Vacation Diary	Exhilarating	10	2/17/40
Week End		9	Not Rev.
West Wall	Informative	10	12/23/39
SPORTSCOPES (13)			
Aquapoise	Swell	9	2/10/40
Arrow Points	Good Archery	8	9/14/40
Court Favorites	Interesting	10	4/27/40
Flycasting	Interesting	9	4/ 6/40
Gun Play	Fair	9	9/30/39
Hunting Hounds	Very Interesting	9	11/ 4/39
Hurdle Hoppers	Splendid	9	6/15/40
Ice Cutters	Good	9	11/ 4/39
Pennant Chasers	For Baseball Fans	9	4/ 6/40
Silent Wings	Interesting	10	6/15/40
Sky Game	Excellent	9	12/23/39
Trouble Shooter	For Golfers	9	9/14/40
Winter Playground	Splendid	9	12/ 9/39

1940-41

	Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
EDGAR KENNEDY (6)			
Drafted in the Depot		19	Not Rev.
Mad About Moonshine		19	Not Rev.
Sunk by the Census	Funny	18	9/14/40
Trailer Tragedy	Funny	17	10/19/40
INFORMATION PLEASE (13)			
No. 1 (Anna Neagle)	Excellent	11	9/14/40
No. 2 (Ruth Gordon)	Good	10	10/19/40
No. 3 (Allee Marble)	Swell As Usual	10	11/16/40
No. 4 (Louis Bromfield)	Excellent	11	12/14/40
No. 5 (Wendell Willkie)	Good	10	2/ 1/41

RKO-RADIO 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of
LEON ERROL (6)			
Fired Man	Mildly Amusing	20	2/ 1/41
He Asked for It	Very Funny	18	9/14/40
Tattle Talevision	Funny	19	11/16/40
MARCH OF TIME (13)			
On Foreign Newsfronts	Fair	19	9/21/40
Britain's R.A.F.	Very Informative	18	10/ 5/40
Mexico	Timely and Informative	19	10/26/40
Arms and the Men—U.S.A.	Timely	19	11/23/40
Labor and Defense—1941	Excellent	19	12/21/40
Uncle Sam—Non-Belligerent	Excellent	19	1/18/41
Americans All	Good	18	2/15/41
RAY WHITLEY (4)			
Bar Buckaroos	Good	16	11/16/40
Prairie Spooners		13	Not Rev.
PICTURE PEOPLE (13)			
No. 1	Interesting	10	9/14/40
No. 2	Good	9	10/19/40
No. 3	Night Club Plug	10	11/16/40
No. 4	Good	10	12/14/40
No. 5	Fair	10	2/ 1/41
SPECIAL SUBJECT			
Growing Up (Quins)	Wide Appeal	18	12/14/40
SPORTSCOPES (13)			
Kentucky Royalty	For Horse Lovers	9	10/19/40
Mat Men		9	Not Rev.
Quail Quest	Good	9	9/14/40
Snow Eagles	Excellent	9	2/ 1/41
Snow Fun	Exhilarating	9	12/14/40
Sportsman's Partner	For Dog Lovers	9	11/16/40

REPUBLIC

	Comment	Running Time	Reviewed Issue Of
MEET THE STARS (12)			
Baby Stars	Excellent	10	2/ 1/41
Chinese Garden Festival	Good Starter	10	12/21/40

20th CENTURY-FOX 1939-40

	Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Conquering the Colorado	Exciting	11	8/19/39
Filming the Fleet	Exceptional	10	9/23/39
Sky Fighters	Excellent	10	12/ 9/39
Sanctuary of Seals	Unique	10	6/ 8/40
DRIBBLE PUSS PARADE—LEW LEHR (6)			
Cheerio My Dears		9	Not Rev.
Labor Savers	Amusing	9	3/30/40
Monkeys Is the Cwaziest People	Riot of Laughs	10	9/30/39
Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)			
For Going Places	Natural For Women	10	9/23/39
For Outdoors	Excellent	10	3/30/40
For Play Hours	Excellent	10	2/24/40
No. 8		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Aghileen Pinnacles	Excellent	11	10/14/39
Birthplace of Icebergs	Remarkable	11	8/19/39
Climbing the Spirit's Home	Interesting	10	3/30/40
Evergreen Empire	Interesting	10	9/23/39
Flying Stewardess		10	Not Rev.
Isles of the East	Excellent	9	6/ 1/40
Kangaroo Country	Interesting	10	12/ 9/39
Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)			
Action on Ice		10	Not Rev.
Big Game Fishing	Exciting	10	9/16/39
Clocking the Jockeys	Interesting	11	10/14/39
Following the Hounds	Outstanding (Tech.)	10	2/24/40
Over the Seven Seas	Fine	10	3/30/40
Top Notch Tennis	Good	10	2/24/40
TERRYTOONS (26) (10 in Tech.)			
All's Well That Ends Well	Fair	7	4/ 6/40
Catnip Capers	Good	7	6/ 8/40
Dog in a Mansion	Good	7	2/24/40
Edgar Runs Again	Very Good	7	2/24/40
First Robin (Tech.)		7	Not Rev.
Golden West	Clever	7	8/19/39
Hare and Hounds		7	Not Rev.
Harvest Time	Clever	7	2/24/40
Hitch-Hiker		7	Not Rev.
Hook, Line and Sinker (Tech.)		7	Not Rev.
Ice Pond		7	Not Rev.
It Must Be Love		7	Not Rev.
Just a Little Bull (Tech.)		7	Not Rev.
Love in a Cottage		7	Not Rev.
Much Ado About Nothing	Good	7	4/ 6/40
One Mouse in a Million	Fair	7	12/ 9/39
Orphan Duck (Tech.)	Diverting	7	10/14/39
Professor Offkeyski	Good	7	6/ 1/40
Rover's Rescue		7	Not Rev.
Rupert the Runt		7	Not Rev.
Sheep in the Meadow	Satisfactory	7	10/14/39
Swiss Ski Yodelers	Clever	7	6/ 1/40
Two Headed Giant (Tech.)	Good	7	8/19/39
Watch Dog		7	Not Rev.
Wicky Wacky Romance	Very Good	7	12/ 9/39
Wot's All the Shootin' Fer		7	Not Rev.

20th CENTURY-FOX 1940-41

	Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Midget Motor Mania	Unusual	10	10/12/40
Modern Highway		10	Not Rev.
Training Police Horses	Excellent	10	2/ 8/41
FASHION FORECASTS (4) (Tech.) ANNOUNCED—NOT MADE			
LEW LEHR COMEDIES (4)			
Grunters and Groaners	Tiresome	10	8/10/40
Tale of Butch the Parrot		10	Not Rev.
MAGIC CARPET OF MOVIETONE (8)			
Eskimo Trails	Enlightening	10	8/10/40
Isle of Mystery		10	Not Rev.
Land of Flowers (Tech.)	Colorful	9	8/10/40
Old Dominion State	Very Good (Tech.)	10	11/30/40
Spotlight on Indo-China		16	Not Rev.
RIPLEY'S BELIEVE IT OR NOT (4)			
Acquitted by the Sea	Excellent	10	10/12/40
SPORTS REVIEWS—THORGERSEN (6) (3 in Tech.)			
Bowling for Strikes	Great for Bowlers	10	10/12/40
Lure of the Trout (Tech.)	For Fly Casters	10	11/30/40
Rodeo Goes to Town	Good	10	2/ 8/41
Symphony in Snow		10	Not Rev.
Vacation Time (Tech.)	OK	8	8/10/40
TERRYTOONS (26) (13 in Tech.)			
Bill Mouse's Akwakade (Tech.)	Excellent	7	8/10/40
Club Life in the Stone Age		7	Not Rev.
Hairless Hector		7	Not Rev.
Happy Haunting Grounds		7	Not Rev.
Home Guard (Tech.)		7	Not Rev.
How Wet Was My Ocean (Tech.)	Excellent	7	10/12/40
Landing of the Pilgrims (Tech.)	Good Now	7	11/30/40
Lucky Duck (Tech.)		7	Not Rev.
Mississippi Swing (Tech.)	Rhythmic	7	2/ 8/41
Magic Pencil	Poor	7	12/ 7/40
Plane Goofy (Tech.)	Fair	7	12/ 7/40
Snow Man		7	Not Rev.
Temperamental Lion (Tech.)	Amusing	7	2/15/41
Touchdown Demons	Amusing	7	10/ 5/40
What a Little Sneeze Will Do	Good	7	2/15/41
When Knights Were Bold		7	Not Rev.

UNIVERSAL 1939-40

	Comment	Running Time	Reviewed Issue Of
CARTUNES (13) WALTER LANTZ (Tech.)			
A-Haunting We Will Go	Pretty Good	7	7/15/39
Andy Panda Goes Fishing	Fair	9	2/10/40
Kittens' Mittens	Good	9	2/24/40
Life Begins For Andy Panda	Amusing	9	9/30/39
100 Pygmies and Andy Panda	Good	7½	5/11/40
Scrambled Eggs	Cute	8	12/30/39
Sleeping Princess	Good Fun	7	12/ 2/39
Tom Thumb, Jr.	Cute	8	4/ 6/40
GOING PLACES (15)			
Man-Made Jungle (66)		10	Not Rev.
In The Heart of Africa (67)	Very Good	9	10/21/39
Funny Birds—Here And There (68)	Excellent	9	10/21/39
Playground Of The Antilles (69)	Interesting	9	12/23/39
Delicacy On A Half Shell (70)	Very Good	9	12/30/39
Strange American Animals (No. 71)	Interesting	9	2/10/40
Rhodesia (No. 72)	Good	9	4/ 6/40
Working On The Railroads — The Country Goes To The Dogs (73)	Excellent	9	3/30/40
Barbados (No. 74)	Interesting	9	4/20/40
Death Valley (No. 75)	Fascinating	10	4/20/40
Pretzels—Goat Farms (76)	Good	9	5/11/40
Parlor Buckaroos (77)	Interesting	10	6/22/40
Curacao (No. 78)	Timely	9	6/22/40
Coast Of Curiosities (79)		9	Not Rev.
Down El Paso Way (80)		10	Not Rev.
MUSICALS (13)			
Boy Meets Joy	Good Diversion	20	9/ 2/39
Bullets and Ballads	Good	18	2/17/40
Folies Parisienne	Just Fair	18	4/20/40
Honolulu Bound		18	Not Rev.
I Dream of Jeannie with the Light Brown Hair	Fair	17	9/21/40
International Revels	Okay Filler	18	4/ 6/40
Naughty Nineties	Pleasing	18	6/22/40
Rhythm Jamboree	Fair Vaudeville	18	2/10/40
Rhumba Land	Good Vaudeville	18½	12/ 2/39
Snow Follies	Light Fare	19	12/30/39
Swing Hotel	Diverting	17	10/21/39
Swingin' in the Barn	Rustic Rhythm	19	6/22/40
Varsity Vanities	Swing Session	18	8/ 3/40
SPECIAL SUBJECT (1)			
March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)			
No. 66	Very Good	10	9/23/39
No. 67	Good	10	10/21/39
No. 68	Interesting	9	10/21/39
No. 69	Good	9	12/23/39
No. 70	Average	9	12/23/39
No. 71	Good	9	2/ 3/40
No. 72	Average	9	4/ 6/40
No. 73	Interesting	9	4/ 6/40
No. 74	Good	9	4/20/40
No. 75	Good	9	4/20/40
No. 76	Good	9½	5/11/40
No. 77	Good	9	6/22/40
No. 78	Average	9	6/22/40
No. 79		9	Not Rev.
No. 80		9	Not Rev.

UNIVERSAL 1940-41

	Comment	Running Time	Reviewed Issue Of
CARTOONS (13) (Tech.)			
Crazy House	Satisfactory	8	10/12/40
Fair Today	Good	7	2/15/41
Knock, Knock	Very Good	8	11/30/40
Mouse Trappers	Amusing	7	2/ 8/41
Recruiting Daze	Fair	8	11/ 2/40
Syncopated Sioux	Clever	7	12/28/40
GOING PLACES (15)			
No. 81 (Coast Guard)	Interesting	10	9/21/40
No. 82 (Sun Valley)	Good	10	10/12/40
No. 83 (Arizona)	Interesting	10	10/12/40
No. 84 (Melting Pot of the Caribbean)	Good	10	12/28/40
No. 85 (Hunting on Top of the World)	Fascinating	9	12/28/40
No. 86 (South of the Border)	Interesting	10	2/15/41
No. 87		10	Not Rev.
No. 88		10	Not Rev.
MUSICALS—TWO REEL (13)			
Bagdad Daddy	Very Good	18	2/ 8/41
Beat Me Daddy-Eight to the Bar		17	Not Rev.
Class in Swing	Good Variety	16	10/12/40
Congamania	Latin Liveliness	20	11/30/40
Tickled Pinky	Rustic Rhythm	18	1/ 4/41
Torrid Tempos	Entertaining	18	11/30/40
SPECIAL SUBJECT (1)			
Swing with Bing	Excellent	18	4/13/40
STRANGER THAN FICTION (15)			
No. 81	Good	9	9/21/40
No. 82	Average	9	10/12/40
No. 83	Average	9	10/12/40
No. 84	Good	9	11/30/40
No. 85	Excellent	9	12/28/40
No. 86	Up to Par	9	2/ 8/41
No. 87		9	Not Rev.
No. 88		9	Not Rev.

VITAPHONE-WARNER BROS. 1939-40

	Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (10)			
Alex in Wonderland		20	Not Rev.
Double or Nothing	Amusing	20	2/17/40
Ice Frolics	Entertaining	20	9/30/39
One for the Book	Entertaining	20	12/30/39
Public Jitterbug No. 1		18	Not Rev.
Remember When	Swell Entertainment	20	9/ 2/39
Slansie Maxie's	Perfect Clowning	17	8/26/39
Spills for Thrills	Excellent	19	7/ 6/40
World's Fair Junior	Just Fair	20	11/ 4/39
Young America Flies	Excellent	22	7/27/40
COLOR PARADE (10)			
American Saddle Horses	Interesting	10	11/25/39
Famous Movie Dogs	Excellent	10	7/27/40
Gun Dog's Life	Sure to Please	10	5/18/40
Mechanix Illustrated #1	Good	10	9/ 2/39
Mechanix Illustrated #2		10	Not Rev.
Mechanix Illustrated #3	Interesting	10	2/17/40
Mechanix Illustrated #4	Interesting	10	6/15/40
Men Wanted	Interesting	10	4/13/40
New Horizons	Good	10	12/30/39
The Valley	Interesting	10	7/ 6/40
FEATURETS (Tech.) (8)			
Cinderella's Feller	Excellent	16	6/15/40
Monroe Doctrine	Excellent	16	10/28/39
Old Hickory	Outstanding	17	12/30/39
Pony Express Days	Excellent	19	7/ 6/40
Royal Rodeo	Entertaining	15	11/25/39
Service with the Colors	Sure-Fire	20	8/31/40
Singing Dude	Excellent	18	4/13/40
Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)			
Africa Squeaks	Hilarious	7	2/24/40
Ali Baba Bound		7	Not Rev.
Chewin' Bruin	Amusing	7	6/15/40
Film Fan	Excellent	7	1/ 6/40
Jeepers Creepers	Funny	7	10/ 7/39
Naughty Neighbors	Good	7	11/ 4/39
Patient Porky	Good Diversion	7	8/31/40
Pied Piper Porky	Good	7	11/25/39
Pilgrim Porky	Clever	7	4/13/40
Porky's Baseball Broadcast	Funny	7	7/ 6/40
Porky's Hotel	Good	7	9/ 2/39
Porky's Last Stand		7	Not Rev.
Porky's Pony Express		7	Not Rev.
Porky's Poor Fish		7	Not Rev.
Porky the Giant Killer		7	Not Rev.
Slap Happy Pappy		7	Not Rev.
You Ought to Be In Pictures	Novel	7	5/18/40
MELODY MASTERS (10)			
Dave Apollon	Average Musical	10	2/24/40
Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
Dipsy Doodler	Swingy	10	5/18/40
Woody Herman		10	Not Rev.
Vincent Lopez	Lively	10	9/23/39
Ozzie Nelson	Good	10	6/15/40
Romance in Rhythm	Satisfactory	10	4/13/40
Rubinoff and Orch.	Good	10	11/ 4/39
Swing Styles	Good	10	8/26/39
Symphony of Swing	Satisfactory	10	12/ 2/39

VITAPHONE 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
MERRIE MELODIES (26) (Tech.)			
Bears' Tale		7	..Not Rev.
Busy Bakers		7	..Not Rev.
Ceiling Hero		7	..Not Rev.
Circus Today	Clever	7	.. 7/ 6/40
Confederate Honey		7	..Not Rev.
Cross Country Detours	A Knockout	7	.. 4/13/40
Curious Puppy		7	..Not Rev.
Early Worm Gets the Bird		7	..Not Rev.
Egg Collecter		7	..Not Rev.
Elmer's Candid Camera		7	..Not Rev.
Fagin's Freshmen	Amusing	7	..11/25/39
Fresh Fish	Swell	7	..11/ 4/39
Gander at Mother Goose	Good	7	.. 5/18/40
Ghost Wanted	Amusing	7	..10/26/40
Good Egg		7	..Not Rev.
Hardship of Miles Standish		7	..Not Rev.
Land of the Midnight Fun	Superb	7	.. 9/23/39
Little Blabbermouse	Amusing	7	.. 8/ 3/40
Little Lion Hunter		7	..Not Rev.
Mighty Hunters	Pleasing	7	.. 2/17/40
Screwball Football	Swell Cartoon	7	..12/30/39
Sioux Me	Clever	7	.. 9/ 9/39
Sniffles and Bookworm	Cute	7	.. 2/24/40
Sniffles Takes a Trip		7	..Not Rev.
Tom Thumb in Trouble	Cute	7	.. 6/15/40
Wild Hare		7	..Not Rev.
SPECIAL RELEASE			
Cavalcade of Academy Awards	Fan Appeal	31	.. 5/18/40
VITAPHONE VARIETIES (6)			
All Girl Revue		7	..Not Rev.
No Parking	Fairly Funny	10	.. 4/13/40
Organ Novelty	Fair	9	..11/11/39
Radio and Relatives		10	..Not Rev.
Sword Fishing	Exciting	10	..10/ 7/39
Vote Trouble	Laughs	10	.. 8/26/39

1940-41

BROADWAY BREVITIES (9)			
Alice in Movieland	Superlative	20	..11/30/40
Dog In the Orchard	Meritorious	20	.. 1/18/41
Just a Cute Kid		20	..Not Rev.
Mack Sennett Revival		20	..Not Rev.
Take the Air		20	..Not Rev.
ELSA MAXWELL COMEDIES (3)			
Lady and the Lug		19	..Not Rev.
Riding Into Society	I'Ain't Funny	19	.. 8/31/40
Throwing a Party		20	..Not Rev.
HOLLYWOOD NOVELTIES (10)			
Boar Hunt		10	..Not Rev.
History Repeats Itself	Good	10	.. 9/30/39
Football Highlights	Rockne Build-up	10	.. 8/31/40
Mexican Jumping Beans	Very Good	10	..11/30/40
Shark Hunting	Exciting	10	.. 8/ 3/40
LOONEY TUNES (16)			
Calling Dr. Porky		7	..Not Rev.
Haunted Mouse		7	..Not Rev.
Joe Glow the Firefly		7	..Not Rev.
Pre-Historic Porky	Clever	7	..11/ 2/40
Porky's Bear Facts		7	..Not Rev.
Porky's Hired Hand	Good	7	..12/28/40
Porky's Snooze Reel		7	..Not Rev.
Sour Puss	Satisfactory	7	..11/30/40
Timid Toreador	Good	7	.. 1/18/41
MELODY MASTERS (10)			
Cliff Edwards and His Buckaroos		10	..Not Rev.
Henry Busse & Orch.	Good	10	..11/30/40
Skinny Ennis & Orch.	Good	10	..12/28/40
Jan Garber & Orch.		10	..Not Rev.
Matty Malneck	Snappy	10	.. 8/ 3/40
Freddie Martin & Orch.		10	..Not Rev.
Joe Reichman & Orch.	Excellent	10	..11/ 2/40
MERRIE MELODIES (26) (Tech.)			
Bed Time for Sniffles		7	..Not Rev.
Cat's Tale		7	..Not Rev.
Crackpot Quail		7	..Not Rev.
Elmer's Pet Rabbit	Funny	7	..12/28/40
Fighting 69½	Good	7	.. 1/18/41
Good Night Elmer		7	..Not Rev.
Goofy Groceries		7	..Not Rev.
Holiday Highlights	Swell Satire	7	..11/ 2/40
Malibu Beach Party	Grade A	7	.. 8/31/40
Of Fox and Hound		7	..Not Rev.
Shop, Look and Listen	Good	7	..12/28/40
Sniffles Bells the Cat		7	..Not Rev.
Stage Fright	Satisfactory	7	..10 26 40
Tortoise Beats the Hare		7	..Not Rev.
Toy Trouble		7	..Not Rev.
Wacky Wildlife	Funny	7	..12/ 7/40
TECHNICOLOR SPECIALS (6)			
Flag of Humanity	Splendid	20	..10/26/40
March on Marines	Excellent	20	..12/28/40
Meet the Fleet	Excellent	20	.. 1/18/41
Wings of Steel		20	..Not Rev.
SPECIAL SUBJECTS			
Christmas Under Fire	Heart Appeal	10	.. 1/18/41
London Can Take It	Powerful	10	..10/26/40
SPORTS PARADES (10)			
California Thoroughbreds	Interesting	10	..12/28/40
Diary of a Racing Pigeon	Interesting	10	..12/ 7/40
Dogs You Seldom See	Good Novelty	10	.. 8/31/40
Fight, Fish, Fight		10	..Not Rev.
Fly Fishing	For Anglers	10	..10/26/40

MISCELLANEOUS

	Comment	Running Time	Reviewed Issue Of
Aida (Guaranteed)	For Music Lovers	9	.. 5/11/40
Ave Maria (Malchain)	Impressive	10	.. 7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	..11/ 4/39
In the Bank (King of Comedy Pictures)	Still Good	19	..11/16/40
Memory Lingers On No. 2 (Progress)	Excellent	10	.. 8/ 5/39
Norway's Fate (Hoffberg)	Fair	10	.. 5/18/40
On the Trail of the Tarpon (N. Y. Zoological Society)	Thrilling	11	.. 1/13/40
Paper Hanger (King of Comedy Pictures)	Delightful	19	.. 3/ 2/40
Rembrandt (Malchain)	Fascinating	11	.. 7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	.. 7/ 1/39
Xochimilco (Atlas)	Entertaining	11	.. 1/13/40

SERIALS 1939-40

Dist and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
Deadwood Dick	15 Chaps.	7/20/40
Green Archer	15 Chaps.	11/ 2/40
The Shadow	15 Chaps.	1/13/40
Terry and the Pirates	15 Chaps.	4/20/40

SERIALS 1939-40 (Cont.)

Dist and Title	No. Chaps.	Reviewed Issue of
REPUBLIC		
Adventures of Red Ryder	12 Chaps.	6/15/40
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39
Winners of the West	15 Chaps.	5/11/40

1940-41

Dist and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
White Eagle	15 Chaps.	Not Rev.
REPUBLIC		
King of the Royal Mounted	12 Chaps.	6/17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40
Riders of Death Valley	15 Chaps.	Not Rev.
Sky Raiders	12 Chaps.	2/15/41

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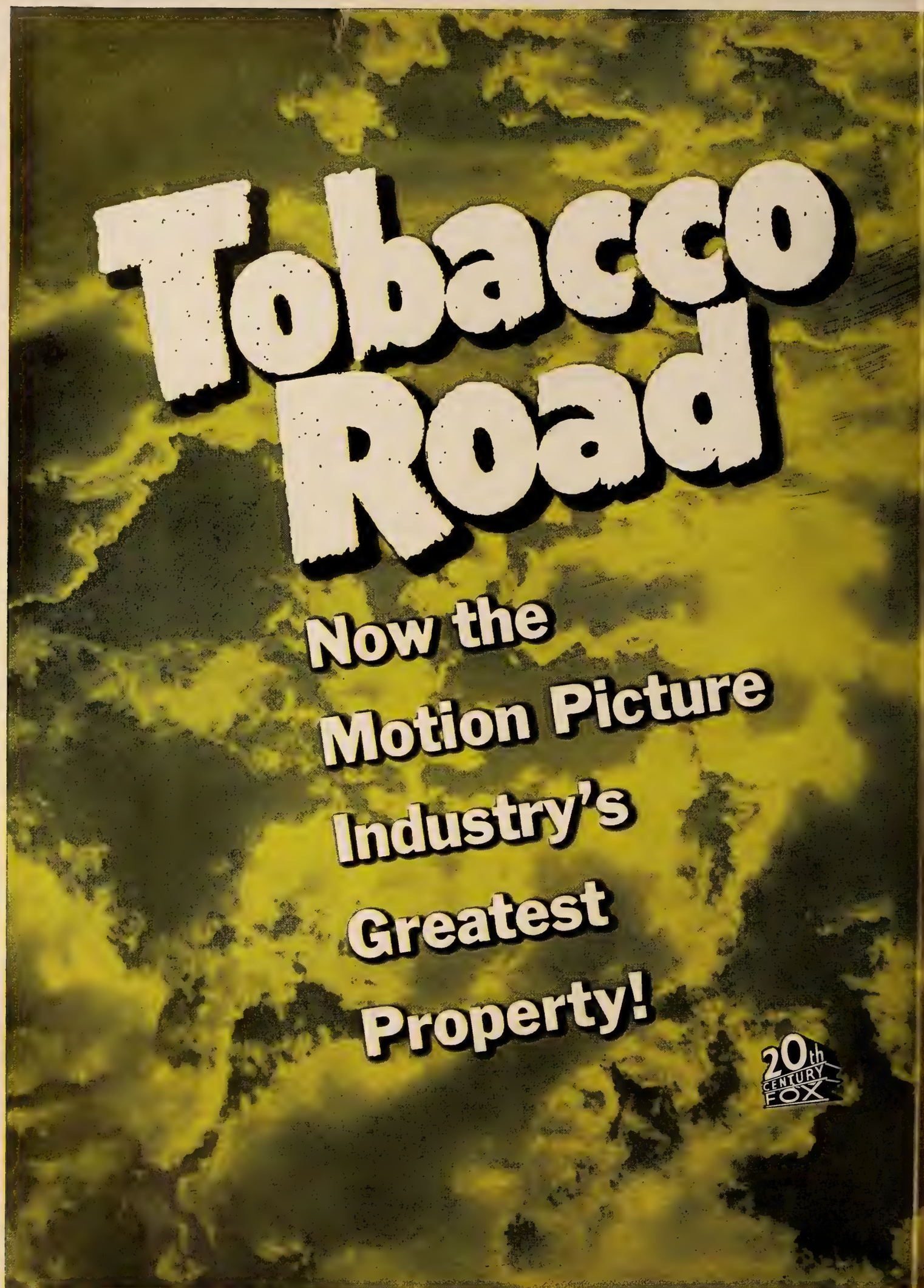
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SHOWMEN'S TRADE REVIEW

FILE
FILE

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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Arthur C. Bromberg

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1941

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WHEN ONE SHOWMAN MEETS ANOTHER!

Here's looking at you, Joe!
Down the hatch, Ben!
Ah . . . h . . . h!
Um . . . m . . . m! (*Two of the same, please.*)
How's tricks?
That's easy . . . I've got M-G-M!
Lucky you, Joe!
Don't I know it, Ben!
They're pretty HOT right now.
Never better, I'm doing okay.
What are you playing Washington's Birthday?
I've got "Andy Hardy's Private Secretary."
I suppose they claim it's the best Hardy yet!
They generally do—and they generally *are!*
I hear this "Trial of Mary Dugan" is something!
They say it's a sleeper. I'll screen it and see.

(Have another, Joe?
Don't mind if I do, Ben!)

It's amazing how that M-G-M crowd keep it up.
Well, that's an old story.
But when you think of just the past few weeks—
Yes, its been a merry-go-round since Christmas!
"Comrade X" and "Flight Command," for instance?
"Philadelphia Story," "Come Live With Me" too.



How does the Spring stuff look, Joe?
On paper March and April look terrific!
And they'll probably look colossal on the screen!
Wally Beery's "Bad Man" for instance, to start.
And "Ziegfeld Girl"—I hear it's the last word!
The reports say it's better than "Great Ziegfeld"!

(Fill 'em up please!
Happy days!)



Who's in it, Joe?
Jimmy Stewart, Garland, Lamarr, Lana Turner.
Oh boy!
And just about 50 others! And the songs are great!
I'll bet it's an eyeful!
Sure, and just when you think they can't top it—
You mean a *bigger* show?
I think "Men of Boys Town" will top 'em all!
Tracy and Rooney again?
Exactly! Reliable sources tell me it's sensational!
Gosh, y' gotta hand it to that outfit!
Greatest in the history of show business!
And Friendly!
You said it!

(One more, Ben?
Okay Joe, nightcap.)

The Editorial Page

Increased Admissions

Too many exhibitors take the arbitrary attitude that under *no* circumstances will they increase admission prices. We are not referring to increases for particular pictures, but a general increase.

During the depression years we thoroughly agreed with this point of view. So did most everybody else. But times and conditions are much different and much improved today and since it is the situation existing today that is under discussion we say that in every town and city where working conditions, employment, salary averages, etc., are vastly improved over previous years, the local theatres still selling top-notch entertainment in modern theatres should, and must, get higher admission prices.

A five-cent increase all along the line with the exception of children's admissions would make a vast difference in the weekly gross and the resultant profit for the period. According to reports reaching this office such increases have been successfully negotiated, without any local kicks in almost every spot involved. The only two instances we know of where the increases were abandoned were where two local exhibitors could not, or would not, get together, with the inevitable result that the theatre charging the increase had to come back down to the prices the unenlightened and unfriendly competitor was charging.

Putting aside for the moment the argument that consent decree selling will bring about higher film rentals, and basing the argument for serious consideration of admission increases strictly upon the common-sense point of view, we urge every exhibitor to make a searching investigation of conditions in his own community and decide whether it is possible or feasible to institute the small increases suggested.

Don't cut off your nose to spite your face. Why fight against increasing admissions if you can get a little more revenue out of your business? Where else in this wide world can people buy so much for as little as they pay at the motion picture theatre for the best entertainment in the world?

▲ ▲ ▲

Better Keep In Step

Theatremen had better keep that good eye sharply focused on the changes taking place in the buying and selling of product and everything that the new order of things will involve.

The only way to be prepared when the new system swings into stride, is to be well posted on forthcoming product individually and by groups as they are announced by the five participating companies.

And the only way to be posted is to watch, check and earmark all data and information about pictures as such material appears in your favorite trade paper. By so doing you will be certain to know what it is all about and how valuable the new five-picture-parcels might be to your theatre when offered for sale.

Since there are as many theatres located too far from exchanges to attend the trade shows, as there are within easy distance, your only medium for vital and valuable tips on those five-picture-packages is the trade press.

▲ ▲ ▲

Add Miracles

(a) Basil Bros.' Genesee Theatre, Buffalo, gave the whole Republic exchange in that city a colossal thrill when the theatre paid a voluntary bonus for the run of "Hit Parade of 1941." The plus figures to the check for a flat rental were in appreciation of grosses run up at the Genesee on the Republic musical hit. "Miracles" like that could happen more often in this industry. They would happen if there were more cases of the cordial, give-each-other-a-break relations which, it must be assumed, exist between the exhibitor and distributor involved in this "miracle."

(b) Universal establishes a stirring high in the relations between corporation and employe when the company retired Morris Joseph, New Haven branch manager, with a life-time pension in reward of Joseph's 28 years of service with the company.

▲ ▲ ▲

Strangely Familiar

Irving Berlin as quoted in commenting about the government-ASCAP consent decree discussion said: "I don't think the government understands our problems."

Didn't we hear something just like that about the government-movie consent decree? Also, we might add a mite of our own and say that ASCAP doesn't understand the theatreman's problems when they make him pay a seat tax for the privilege of reproducing music from film and over which he has no control whatsoever . . . unless you call closing his theatre, control.

—"CHICK" LEWIS



(Standing: l. to r.) Herman Cohen, mgr. United Artists Theatre, San Francisco; Hugh Braly, newly appointed district manager; George Nasser, Nasser Brothers theatres; Gerald Hardy, Hardy circuit; George Smith, newly appointed western division sales manager, Paramount Pictures; Sam Levin, S. F. Theatres, Inc.; Arch Bowles, Fox West Coast Theatres; Charles Thall, Fox West Coast Theatres; Abe Blumenfeld, Blumenfeld Circuit; George Mann, Mann Circuit; Vern Taylor, McNeill & Naify Circuit; Neal East, branch manager, Paramount, S. F.; Jack Curry, district short subjects manager, Paramount; Roy C. Cooper, McNeil & Naify Circuit.
(Seated: Left to right) William David, George Mann Circuit; Robert McNeil, McNeil & Naify Circuit; Mike Naify, McNeil & Naify Circuit; Fred Williams, Consolidated Amusement Co., Honolulu; Rotus Harvey Circuit and president S. F. Theatre Owners Assn.

Smith Honored at Luncheon

Newly Appointed Paramount Western Division Sales Manager and Hugh Braly, Successor, Guests of Exhibs

San Francisco—Leading exhibitors of this city gave a luncheon last week at the St. Francis Hotel in honor of George Smith, newly appointed western division sales manager for Paramount and Hugh Braly, district manager who succeeded him.

The luncheon was in the nature of a farewell for Mr. Smith who leaves shortly for his new duties in New York and a renewal of old acquaintances for Hugh Braly who returns to the West Coast after 24 years absence from San Francisco.

N. J. Allied Appoints Advisory Committees

Allied of New Jersey has appointed an advisory committee of five to assist members who may plan complaints under the consent decree or who have cases pending before the Arbitration Tribunals. The committee consists of Maury Miller, Passaic; Harry H. Lowenstein, Newark; Irving Dollinger, Linden; George Gold, Newark, and Sam Frank, Hammonton.

LeBaron to Stay at Para. as Indie Producer

Hollywood — Although stepping down as Paramount's production head May 1, William LeBaron will continue at the studio with his own independent unit to be financed by Paramount.

"Kane" to Get Test At Higher Admissions

RKO sales executives are considering an out-of-town opening at advanced admissions for "Citizen Kane." Reception of the film at this premiere will determine the general policy and the New York theatre in which the Orson Welles film will play.

British Benefit is Huge Success

Music Hall Sold Out Several Days Before Show

A program presenting the greatest array of stars of stage, screen and radio ever assembled, was scheduled for the star-studded benefit "Carnival for Britain," held at Radio City Music Hall Friday at midnight, under auspices of the American Theatre.

Several days before the curtain went up on the big benefit, the huge Music Hall was sold out, ticket scale ranging from $1.00 to $10.00.

If staged on a straight commercial basis, the talent cost would top the high figure realized from the sell-out. Among the names appearing gratis on the bill were:

Gertrude Lawrence, Helen Hayes, Ethel Merman, Bill Robinson, George Burns and Gracie Allen, Joe Cook, William Gaxton, Victor Moore, Olsen and Johnson, Ethel Waters, Peggy Wood, Vera Zorina, Gracie Fields, Anton Dolin, Maurice Evans, Tony and Renee DeMarco, George M. Cohan, Radio City Music Hall Rockettes, Corps de Ballet and Symphony Orchestra, entire cast of "Information Please," Monty Wooley, Danny Kaye and scores of others in special numbers and sketches by Irving Berlin, George S. Kaufman, Deems Taylor and others.

Hughes Appoints Savini

R. M. Savini has been appointed by Howard Hughes to approve all contracts on the two pictures Hughes is producing for 20th Century-Fox release. First picture under the deal is "The Outlaw."

Schaefer Will Head Studio

RKO President To Assume Charge of All Production

President George J. Schaefer of RKO will take complete charge of the studio, with Vice-President J. J. Nolan acting as his assistant, it was announced this week. Schaefer has been making his headquarters in the East but has been spending considerable time on the Coast. From now on, he will remain in Hollywood for an indefinite period.

He went to the Coast last week to attend conferences on sales and production plans for the 1941-42 season. This week it was announced that tentative plans for the coming season call for a program of 35 top-bracket productions, together with an elaborate supporting program of westerns and shorts.

Schaefer's announcement of his assumption of control of production set at rest rumors that Vice-President Ned E. Depinet would take over direction of studio affairs. The latter went to the Coast to participate in conferences on sales and productions, it was announced.

Would Save Half Million in O. Taxes

Measure Hoppered Would Reduce Admissions Levy

Columbus—If a bill introduced by Rep. John T. DeRighter of Cleveland to reduce the State admissions tax from 3 per cent to 2 per cent passes and is signed by the Governor, approximately $500,000 will be saved annually by Ohio theatre owners.

In a bulletin issued following the bill's introduction, Pete Wood, ITO of Ohio secretary, declares that since the State finds itself in splendid financial condition, "it is our feeling that we are entitled to a lot of consideration because the amusement industry was the first to suffer from emergency taxes . . ."

"Hell's Angels" Booked For Oriental, Chicago

Chicago—Having assumed management of the Oriental Theatre here, Michael Todd has booked as his opening attraction the new "streamlined" version of "Hell's Angels," which began its engagement Friday. The deal was closed by Henri Elman, according to President R. M. Savini of Astor Pictures.

Ill. Allied Re-elects

Chicago—At a meeting this week at the Congress Hotel, Van Nomikos was re-elected vice-president and Richard Salkin, treasurer, of Illinois Allied. Contract of Jack Kirsch, president, has two more years to run.

Anti '5-Block' Bills in 3 States

Measure to be Introduced In Minn., Then in Dakotas

Minneapolis—Its bill to contravene the blocks-of-five provision of the New York consent decree will be introduced in the Minnesota Legislature within a week, the Legislative Committee of Allied Theatre Owners of the Northwest announced this week following a session with E. L. Peaslee, president. Subsequent introduction of the measure in North and South Dakota is also planned.

Action of the committee in sponsoring the bill was unanimous, according to Fred Strom, executive secretary of Northwest Allied, who said the members were unalterable in their opinion "that the independent exhibitor will be far better off buying an entire season's output, with a cancellation privilege of 20 per cent and with no forcing subjects, than he would be attempting to operate under terms of the consent decree."

Peaslee intimated he felt the measure would have better than an even chance of passage at the present legislative session.

Directs Goldwyn Publicity

Having opened his own public relations organization in New York City, Lynn Farnol will direct the Eastern publicity activities for Samuel Goldwyn.

ARTHUR C. BROMBERG

(The Man on the Cover)

Dean of exchange men on Atlanta's Film Row, is franchise holder of Republic Pictures of the Southeast with branches in New Orleans, Memphis, Charlotte and Tampa.

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Important Dates

Feb. 24: J. C. Nugent testimonial dinner, New York.
Feb. 27 Academy Award Dinner, Biltmore Bowl, Hotel Biltmore, Los Angeles.
March 1: ITOA banquet, Astor Hotel.
March 8: Warner Club ball, Waldorf-Astoria.
March 10: Charlotte Variety Club charter night dinner.
March 16: Boston Cinema Club dinner dance, Cocoanut Grove.
March 27-29: Paramount Theatre Partners meeting, Hot Springs, Va.
April 4: AMPA 25th anniversary dinner-dance, Hotel Edison.
April 5-7: Texas Variety Club golf tournament, Dallas.
April 24: Annual AMPA meeting.
May 5-8: SMPE spring convention, Sagamore Hotel, Rochester.
May 15-17: National Variety convention, Traymore Hotel, Atlantic City.
June 18: Philadelphia Variety Club—The Exhibitor golf tournament, Philmont Country Club.

Seeks Halt To Non-Theatricals

Gold Declares Practice Is Increasing in South Jersey

Condemning the major distributors' alleged practice of servicing non-theatrical accounts as unfair competition, Allied of New Jersey has passed a resolution demanding its immediate discontinuance. MGM was specifically excluded from the list of companies said to be thus engaged.

According to George Gold, president of Allied, the practice has existed for some time in South Jersey but lately it has increased to alarming proportions. The exhibitor said that itinerant exhibitors rent halls, garages, stores or taverns, where they present their shows—comprising features and short subjects—then move on to another location. Thus they engage in direct competition with bonafide theatres, although they obtain their product from major distributors, Gold said. He added that both 16 mm. and 35 mm. films are used.

Meanwhile, home office executives this week denied that they serviced non-theatrical accounts, several stating that they served only Army and Navy camps and penal institutions and that they could see no harm in that.

Action Deferred On Ind. "Fly-by-Night" Bill

Indianapolis—When members of the Judiciary B committee here heard George Morgan of Peru declare that passage of House Bill 458, which has been described as an effort to curb operations of "fly-by-night" operators, would deprive many small theatreless communities of motion pictures, action on the measure was deferred.

Republic Regional Meets

Hollywood — Regional dates for Republic's quarterly sales meetings were announced as follows: Hollywood, Feb. 24-25; Middle West and Kansas City, Feb. 27-28; Southeastern in Atlanta, March 3-4; Eastern in New York, March 6-7; Canadian in Toronto, April 1.

'Doe' to Have Dual Premiere

Film Opens Early in March At 2 Broadway Houses

Marking the first time in the history of Broadway that a motion picture attraction has ever been accorded a dual world premiere engagement at a popular run policy at two prominent Broadway theatres, "Meet John Doe," the Frank Capra-Robert Riskin production starring Gary Cooper and Barbara Stanwyck, has been set for simultaneous engagements beginning early in March at the Rivoli and 51st Street Theatres on Broadway, according to Gradwell L. Sears, general sales manager of Warner Bros., distributors of the feature.

The Rivoli is upping its admission prices to a 99c top for this engagement, with the same scale of prices to be in evidence at the 51st Street. The film will have continuous run showings at both houses, with the premiere to be held in the evening. Celebrities of stage, screen, radio, society and political fields will be invited to attend the initial screening of the film which will also be held simultaneously at both theatres, and radio broadcasts of the event will take place from both lobbies. The admission for the premiere will also be on a popular run engagement policy—no reserved seats, and tickets on sale to the public beginning noon of opening day.

Immediately following the New York openings, "Meet John Doe" will be launched for engagements in key cities throughout the United States and Canada.

Goodman, Reiner Get New Paramount Posts

Appointments of Monroe Goodman as assistant to Oscar Morgan, head of Paramount's short sujects department, and Manny Reiner as manager of Paramount's short sujects publicity and advertising department, were announced this week. Goodman has been associated with Morgan in the southern division for several years, while Reiner has been connected with Monogram, MGM, Warners and most recently with the Quiz Kids radio program as publicity director.

Robbins Addresses AMPA At Thursday Luncheon

Herman Robbins, National Screen Service president who celebrated his 20th anniversary in the company's service on Thursday, was honored by AMPA when he addressed the organization's luncheon meeting at the Hotel Edison. In his talk, Robbins reviewed the past 20 years and discussed immediate problem of the industry.

Ketcham Buys Theatre

Cyril, Okla.—Paul Ketcham has purchased the Roxy Theatre here from R. B. McFarland.

Future Bright Says Richey

Finds Exhibs. Optimistic, Unconcerned Over Decree

Noticeable decrease in exhibitor concern over the consent decree, and a spirit of optimism for the immediate future as regards theatre attendance, marked sentiment which pervaded film circles in the 14 exchange centers visited by H. M. Richey, M-G-M director of exhibitor relations, during a five week's trip which he concluded upon his return to New York.

Richey traveled to Seattle and back on the tour. He addressed exhibitor groups in Los Angeles, Portland and Seattle, and included a visit at the company's studios.

"Most of the exhibitors with whom I spoke," said Richey, "were extremely optimistic about the future. They did not appear concerned about the consent decree as much as formerly and they apparently were devoting more attention to getting theatres in shape for increased business, which they expect will come as a result of defense spending.

"Another thing that impressed me was the fact that exhibitors everywhere appreciate improvement in the standard of this season's product. Exhibitors nearly always used to complain about product and appeal for better pictures. On this trip, however, I was impressed by the fact that there were few complaints on this score."

Speaking of double features, Richey said:

"Exhibitors everywhere say they don't like to play duals. They don't think the time is ripe, however, to drop double bills and are anxiously awaiting a solution, which all say they hope will come soon."

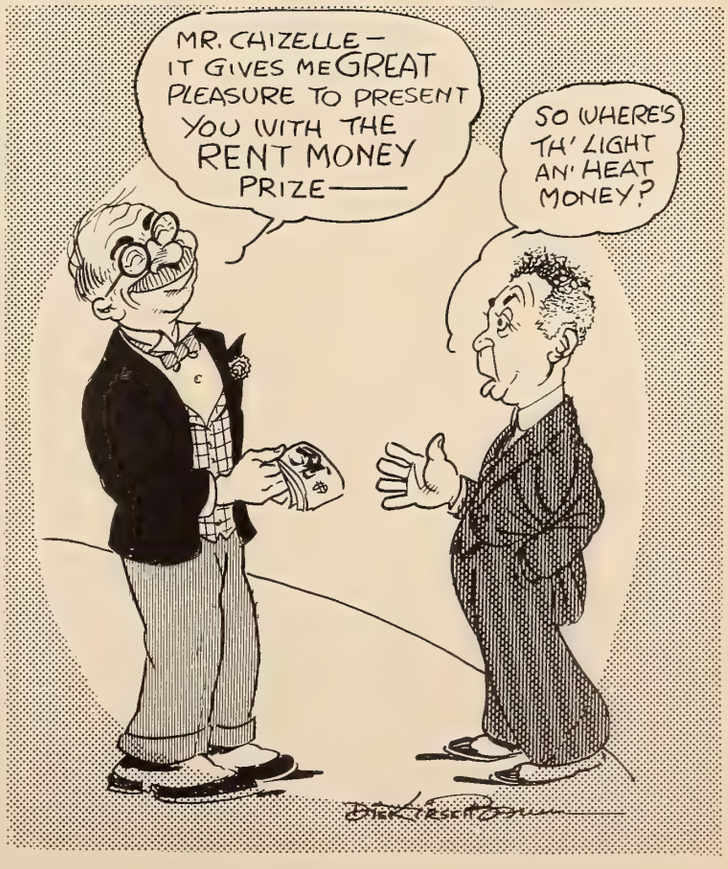
ASCAP ACCEPTS DECREE

Acceptance of a consent decree settling the Federal Government's anti-trust suits against ASCAP was formally announced this week by the society. Signing of the decree, which was to take place Thursday night, will probably pave the way for a resumption of negotiations with the broadcasters to end the radio music war.

Patterson Wins Button For Short Subject Campaign

Marking the first time a short subject rather than a feature has been the springboard for a winning campaign, MGM has awarded an Honor Roll Button to Fred Patterson, manager of the Paramount Theatre, Amarillo, Texas, for his outstanding exploitation of the Pete Smith Specialty in Technicolor, "Penny To The Rescue." Full details will be carried in the special Short Subject Section of STR next week.





Bowling, Pool, Billiards Chief Movie Competitors

Census Bureau Reports Theatres Now Number 15,115; Films Attract Two-Thirds of Public's Amusement Money

Bowling alleys and billiard and pool halls are the greatest competitors of movie theatres, according to statistics released by the Bureau of the Census in Washington. The survey is based upon data obtained during the 1939 Census of Business and covers the entire amusement industry, including motion picture theatres. Bowling alleys and pool halls, etc., showed a comparatively greater increase in number as well as volume of business since 1935 as compared with motion picture houses.

These establishments, the report states, increased in five years from 12,412 to 17,644, a gain of 42 per cent, while their revenue rose from $43,271,000 to $87,450,000, a boost of 102 per cent. During the corresponding period, the number of motion picture theatres increased to 15,115 from 12,024, a gain of 26 per cent, while their aggregate gross receipts were boosted from $508,196,000 to $673,045,000, an increase of about 32 per cent.

Americans last year spent approximately one billion dollars for all forms of amusements. This amounts to about $30 per family annually, of which about $20 per family is spent for films, the survey revealed.

A break-down of the figures indicates an increase in the number of theatres from 12,024 in 1935 to 15,115 last year. This is an increase of 26 per cent. General amusement establishments, which grouping includes theatres, show a 22 per cent rise in the five year period covered. Comparative figures follow:

NUMBER OF ESTABLISHMENTS

General Amusements

1940	44,917
1935	36,745
	8,172
Percentage of Increase	22 P.C.

Motion Picture Theatres

1940	15,115
1935	12,024
	3,091
Percentage of Increase	26 P.C.

GROSS RECEIPTS

General Amusements

1940	$998,079,000
1935	696,012,000
	$302,067,000
Percentage of Increase	App. 43 P.C.

Motion Picture Theatres

1940	$673,045,000
1935	508,196,000
	$164,849,000
Percentage of Increase	App. 32 P.C.

On gross receipts, the film theatres registered an increase of 32 per cent, according to the statistics prepared from the Census, while amusement establishments in general showed a rise of 43 per cent. Theatres, according to the report, received more than two-thirds of each dollar spent by the public for commercialized amusements.

The 44,917 amusement establishments, the report states, employed an average of 22,729 persons throughout the year, of which 169,268 were full-time employes.

Clearance Chief Complaint Cause

Arbitration Cases Filed in Various Territories

Clearance is the chief grievance of complaints being filed under the arbitration code of the consent decree. The matter of clearance is the subject of four out of six of the exhibitor-distributor disputes filed up to Wednesday night.

First complaint in the New York area was that of Albert Margulies, secretary of Hilary Theatre Corp., Brooklyn, operators of the Regent, who filed a claim against Paramount, Loew's, Inc., 20th Century-Fox, RKO and Vitagraph seeking adjustment on clearance.

Other arbitration cases reported this week came from separated sections of the country.

E. F. Vandeveer, owner of the State Theatre, Morris, Ill., alleged that MGM refuses to sell him second-run pictures. The Morris and Times Theatres of the Anderson Circuit are also named in the complaint. A hearing is expected to be held within 30 days, before a local arbitrator.

Modern Theatres, Inc., New Orleans, operator of a drive-in theatre charged Paramount Pictures with refusing to sell product. Complaint was signed by Charles K. Wollner, president of the company.

The following arbitration complaints, under the consent decree, have been filed throughout the country since February 1:

Walbrook Theatre, Baltimore, vs. 20th Century-Fox, Warner Bros., Durkee Circuit; complaint, clearance, filed in Washington, February 14.

State Theatre, Morris, Ill., vs. Loew's and Morris and Times Theatres; Complaint, Loew's refuses to license second-run product; filed in Chicago, February 13.

Westway Theatre, Baltimore, vs. 20th Century-Fox, Warner-Vitagraph, Metro-Goldwyn-Mayer, United Artists and the Durkee Circuit; complaint, clearance; complaint filed in Washington, February 12.

Ken Theatre, Chicago vs. Paramount Pictures, Paramount Film Distributing Corp., RKO Pictures, Radio-Keith Corp., Keith-Orpheum Corp., and RKO Pictures Corp.; complaint, clearance; complaint filed in Chicago, February 14.

Regent Theatre, Brooklyn, vs. Paramount, Loew's, Inc., Twentieth Century-Fox, RKO and Vitagraph; complaint, clearance; complaint filed in New York, February 18.

Modern Theatres, Inc., New Orleans, vs. Paramount Pictures, Inc.; complaint, refusal to license product; complaint filed in New Orleans, February 19.

Meanwhile, the suit of Thomas D. Goldberg, operator of the Walbrook Theatre in Baltimore against 20th Century-Fox, Warner Bros. and the Durkee Circuit seemed near settlement.

Theatres In Greek Aid Drive



As 10,000 motion picture theatres plan to join in the drive for the Greek War Relief Association, Adolph Zukor, chairman of the amusement division, left, accepts the first theatre pledge of co-operation from W. G. Van Schmus, managing director of the Radio City Music Hall. Midnight shows are scheduled for film theatres during the week of March 25. Mrs. Eleanor Roosevelt, in a message to Zukor as head of the amusement division paid tribute to "the valor of the Greek people." A two-minute short subject is now being prepared in Hollywood for free distribution to the theatres. Committees, under the direction of twelve Division Chairmen, are working in 31 Exchange centers signing up the theatres to participate in the Drive.

428 Arbitrators Are Named

List Is Announced for 27 to 31 Tribunals; New York Group of 53 Receives Certificates

The names of 428 business and professional men who will fill 27 of the 31 panels of arbitrators for the motion picture arbitration system were announced this week. (The complete list is printed on pages 10 and 11 of this issue.) Those in the other four panels will be announced later. The number of arbitrators varies. A minimum of 10 was provided for in the consent decree establishing the tribunals, but the panels will generally run from 20 to 40 with 53 names on the list in New York. The latter group received their certificates from C. V. Whitney, president of the AA, in a brief ceremony this week. Present were Paul Felix Warburg, chairman of the Administrative Committee; Miss Frances Kellor, first vice-president of the AAA; former Federal Judge Van Vechten Veeder, chairman of the Appeals Board, and J. Noble Braden, executive secretary of the AAA.

'Tobacco' Gets 8A.M. Opening

Roxy Remains Open 42 Hours Setting New Record

World premiere of 20th Century-Fox's screen version of "Tobacco Road" took place Thursday morning at the Roxy Theatre.

An unusual feature of the premiere was the fact that the doors were opened at 8 a.m. and were scheduled to remain open throughout Thursday and Friday up until 2 a.m. Saturday morning. This marks a record Broadway opening, unless plans were changed after presstime, for it means continuous exhibition of the feature for 42 hours.

Considerable advance interest in the screen version of the record-breaking stage play has been prevalent for quite some time, and since its production was shrouded in the utmost secrecy, it is expected that the film will establish new all-high records wherever it plays.

Many Missouri Houses May Get Tax Exemption

Jefferson City, Mo.—That modern motion picture theatres are in the same legal category with the opera houses which flourished in 1885 and later, was the decision reached this week by the Missouri Supreme Court. Recently, when St. Louis County attempted to impose a tax on four theatres, the St. Louis Amusement Co. claimed exemption under an old statute dating back to 1885, relating to the performances in opera houses. When the St. Louis County Circuit Court of Clayton ruled against the company several months ago, an appeal was taken to the Supreme Court. In reversing the Circuit Court's decision, the high court now directs it to enter a declaratory judgment granting the company the tax exemption it claimed under the 55-year-old law. Although the case involves only four houses, it is so sweeping in character that it is possible for all other film theatres in Missouri not located in cities of first or second class to claim and obtain similar tax exemption.

Sale of Selznick Pics Breaks Italian Embargo

The American distributors' embargo on Italy, invoked when the Italian Government established a State monopoly of the film business several years ago, has been broken with the sale of distribution rights to David O. Selznick's "Rebecca" and "Intermezzo" for a sum reported to be "approximately $30,000." It was the first sale of its kind reported since January 1, 1939.

American film companies have virtually ceased exporting films to Italy due to the Italian quota restrictions and an embargo on the exportation of earnings of foreign companies.



T'S M-O-D-E-R-N! A big
ory change for Errol Flynn
ut no change in quality!
's the Sea Hawk as a
odern Hawkshaw—a great
ystery, a terrific romance
a brilliant new box-office
umber from WARNERS

The Box Office Slant

Andy Hardy's Private Secretary

MGM **Comedy-Drama** **101 mins.**

(Prod. No. 126—Nat'l Rlease, Feb. 21)

AUDIENCE SLANT: (FAMILY) SHOULD EQUAL OR BETTER THE OTHERS IN THIS SERIES IN APPEAL. WILL MAKE YOUR PATRONS ALTERNATELY LAUGH AND CRY.

BOX OFFICE SLANT: GET SET FOR TYPICAL HARDY BUSINESS—AND A LITTLE MORE.

Cast: Lewis Stone, Mickey Rooney, Fay Holden, Ann Rutherford, Sara Haden, Kathryn Grayson, Ian Hunter, Gene Reynolds, George Breakston, Todd Karns, Addison Richards, Margaret Early, Bertha Priestley, Joseph Crehan, Lee Phelps, John Dilson. **Credits:** Directed by George B. Seitz. Screenplay by Jane Murfin and Harry Ruskin. Based on a story by Katharine Brush. Based upon characters created by Aurania Rouverol. Director of photography, Lester White. Art director, Cedric Gibbons. Film editor, Elmo Veron.

Plot: Mickey gets into his usual scrapes just about as he is to graduate from high school. With the help of his father everything gets straightened out. His new vis-a-vis (but in a strictly business way) is Kathryn Grayson.

Comment: This is one of the best of the Andy Hardy pictures and once again introduces a new character. This time, as usual, it's a girl—Kathryn Grayson. She has a beautiful voice and sings a couple of arias and one popular song in the picture. However, the arias seem slightly out of place and even in the projection room there was a bit of stirring during these scenes. Other than that the picture is perfect with all the usual comedy, drama and pathos which go to make a good piece of entertainment. Mickey's history-making man-to-man talks with his father occur several times in this and they'll delight any audience. Although sometimes the scrapes he gets into can be anticipated, it's always fun to see how he'll be extricated. Sell it with the usual Hardy Family exploitation. You should have standees of the family for the lobby. Father and son shows would be excellent. Invite the senior class of the high school to see themselves, etc.

Catchline: "Andy Hardy graduates—with difficulties if not distinction."

Adam Had Four Sons

(Hollywood Preview)

Columbia **Drama** **80 mins.**

(Nat'l Release, Feb. 18)

AUDIENCE SLANT: (ADULT) SUREFIRE ENTERTAINMENT FOR THE FEMININE TRADE. SHOULD CICK IN A BIG WAY.

BOX OFFICE SLANT: HAS ENOUGH POWER AND APPEAL TO MAKE IT A BIG HIT AT THE TICKET WINDOWS, AND ONE OF THE TOP DRAMATIC OFFERINGS OF THE YEAR. WILL PROFIT BY WORD-OF-MOUTH ADVERTISING.

Cast: Ingrid Bergman, Warner Baxter, Susan Hayward, Fay Wray, Richard Denning, Johnny Downs, Robert Shaw, Charles Lind, Helen Westley, June Lockhart. **Credits:** Directed by Gregory Ratoff. Screenplay by William Hurlbut and Michael Blankfort. From the novel, Legacy, by Charles Bonner. Photographed by Peverell Marley. Art director, Rudolph Sternad. Film editor, Francis D. Lyon. Produced by Robert Sherwood.

Plot: Story is that of a man and his four sons, left him by his dying wife as a "legacy." It relates the period of the first World War, when all four sons are called to war; the marriage of one to a sex-mad creature who has an affair with her husband's brother, and the self-sacrifice of the boys' governess.

Comment: Here's a class production for the adult trade that should develop into one of the top dramas of the year from a box-office viewpoint. It is excellently presented, both from a directorial and trouping view, and emerges as real entertainment with special appeal for the feminine theatre goers. The daring, moving story is unfolded in a way that will cause plenty of comment, and if sold in the proper manner, will profit by word-of-mouth advertising. Ingrid Bergman and Warner Baxter head a topnotch cast with standout portrayals. In fact all of the performances, without exception, are superb, with top rating going to Susan Hayward for her role as the sex-mad trouble maker. Gregory Ratoff's direction is a magnificent piece of work. See issue of Feb. 15, page 15, for exploitation.

Catchline: "A legacy of life."

Legion of Decency Ratings

(For Week Ending Feb. 22)

SUITABLE FOR GENERAL PATRONAGE

Father's Son
Dangerous Game
Prairie Pioneer
In Old Colorado
The Phantom Cowboy
Scattergood Baines
Andy Hardy's Private Secretary
The Great Mr. Nobody

SUITABLE FOR ADULTS ONLY

Flight from Destiny

OBJECTIONABLE IN PART

Devil Commands
Tobacco Road
The Monster and the Girl

Murder Among Friends

20th Century-Fox **Mystery Comedy** **67 mins.**

(Prod. No. 132—Nat'l Release, March 14)

AUDIENCE SLANT: (FAMILY) SPRIGHTLY MYSTERY COMEDY HAS PLENTY OF LIGHT MOMENTS AND A GOOD PLOT.

BOX OFFICE SLANT: LACK OF TOP NAMES MAKES IT SECOND FEATURE ON DUAL BILLS.

Cast: Marjorie Weaver, John Hubbard, Cobina Wright, Jr., Mona Barrie, Douglas Dumbrille, Sidney Blackmer, Truman Bradley, Lucien Littlefield, Bill Halligan, Don Douglas, Milton Parsons, Eddie Conrad. **Credits:** Associate Producers, Ralph Dietrich and Walter Morosco. Directed by Ray McCarey. Original screenplay by John Larkin. Director of photography, Charles Clarke. Art directors, Richard Day and Chester Gore. Film editor, Harry Reynolds.

Plot: A Tontine insurance policy supplies the mystery and the motive for a number of murders. Under the policy all the surviving holders collect. Marjorie Weaver, apparently a scatterbrain, first gets on the trail and she enlists Hubbard, a doctor, whose father, one of the members, is murdered.

Comment: Here's a fast-moving murder mystery with enough corpses to satisfy the most rabid fan and plenty of comedy to liven up the whole thing. The picture marks the movie debut of Cobina Wright, Jr., but it's not a very auspicious one, as she has very little to do. Marjorie Weaver and Hubbard share the biggest roles, and they do a capable job of entertaining the customers. Ray McCarey's direction is speedy and smooth. The picture has been given a nice production and should fulfill the role assigned to it—filling in as half of a double bill. The names are too weak for it to stand alone. Doodling is an important clue in the picture so put a "Doodling Expert" in the lobby who will make analyses. Run a "Don't disclose the ending" request in all ads.

Catchline: "Laughs amid thrills; kisses between killings."

Ridin' The Cherokee Trail

(Hollywood Preview)

Monogram **Musical-Western** **60 mins.**

(Nat'l Release, Feb. 25)

AUDIENCE SLANT: (FAMILY) DYED-IN-THE-WOOL WESTERN FANS SHOULD GO FOR IT.

BOX OFFICE SLANT: OKAY FOR THE WEEK-END TRADE, WHERE THE SERIES IS POPULAR.

Cast: Tex Ritter, "Arkansas Slim" Andrews, Forrest Taylor, Betty Miles, Jack Roper, Fred Burns, Bruce Nolan, Gene Alsace, Bob Card, Chick Hannan, Post Park, Jack C. Smith, Duke Lee and the Tennessee Ramblers. **Credits** Directed by Spencer G. Bennet. Screenplay by Edmond Kelso. Photography by Marcel A. LePicard. Film Editor, Robert Golden. Produced by Edward F. Finney.

Plot: The historic Cherokee Strip between Texas and Oklahoma is an outlaw's paradise. The ranchers are powerless against the gang unless they can force them over the border. Tex and Slim turn the trick by moving the border sign.

Comment: Although given finer production values and settings than most of the others, this Tex Ritter musical western suffers from poor scripting and dialogue, holding it down to an average picture in the series. However, the chances are that the dyed-in-the-wool western fans will overlook matters of this kind, and get a great deal of enjoyment out of all the rootin', tootin' and shootin'. The film moves along smoothly to an exciting finish; a big credit to Ritter, the hard-working cast and Spencer G. Bennet's direction. Slim Andrews takes care of the comedy in his usual commendable manner and Forrest Taylor, as the villain, does a nice piece of work. Ritter fights, rides and sings in a way that will please his many fans. Follow your most successful means of selling this series. Western dress-up of lobby should help.

Catchline: "Tex invades an outlaw's Paradise."

The Phantom Cowboy

Republic **Western** **57 mins.**

(Prod. No. 75—Nat'l Release, Feb. 14)

AUDIENCE SLANT: (FAMILY) GOOD FOR THE WESTERN FANS.

BOX OFFICE SLANT: THE TITLE SHOULD LURE THEM IN, NOT TO MENTION THE STAR, PROVIDED YOU'VE GIVEN HIM A GOOD BUILDUP.

Cast: Don "Red" Barry, Virginia Carroll, Milburn Stone, Neyle Marx, Rex Lease, Nick Thompson, Bud Osborne, Ernest Wilson, Burr Caruth. **Credits:** Associate Producer and Director, George Sherman. Original screenplay by Doris Schroeder. Director of photography, Reggie Lanning. Musical director, Cy Feuer. Film editor, Tony Martinelli.

Plot: Barry returns home to find the Rancho's major-domo is attempting to gain full ownership of the property which is rightfully Barry's by terms of his foster father's will. Barry eventually has to pose as a

For Additional Exploitation Ideas on These Pictures, Consult Encyclopedia of Exploitation—See Back Cover

dashing Mexican bandit before he rounds up the villains.

Comment: Even Don "Red" Barry, doing his best, can't lift his latest western from its dullness and artificiality. Of course, to outdoor fans, this will make little difference. for to them a western is a western, whether it's good or bad; but any other type of patronage will be quick to notice it. Considerable ammunition is fired, yet our hero gets not even a scratch; and as if a gun battle weren't enough at the end, he engages in a duel with Milburn Stone—and that's just a little too much. Despite the fact that his latest attempt isn't quite up to its predecessors, Barry will retain his hold on his fans. Exploit the film by means of a masked rider carrying a sign, "I am El Lobo, 'The Wolf' . . . I fight to protect the oppressed . . . See me in 'The Phantom Cowboy,' etc."

Catchline: "A masked rider of vengeance."

Prairie Pioneers

Republic **Western** **58 mins.**

(Prod. No. 65—Nat'l Release, Feb. 16)

AUDIENCE SLANT: (FAMILY) THE MESQUITEERS' FANS WILL BE PLEASED WITH THE LATEST IN THIS SERIES.

BOX OFFICE SLANT: SHOULD BRING IN A GOOD WEEK-END REPRESENTATION OF ACTION FANS.

Cast: Robert Livingston, Bob Steele, Rufe Davis, Esther Estrella, Robert Kellard, Guy D'Ennery, Davidson Clark, Jack Ingram, Ken MacDonald, Lee Shumway, Mary MacLaren, Yakima Canutt, Jack Kirk. **Credits:** Associate Producer, Louis Gray. Directed by Lester Orlebeck. Screenplay by Barry Shipman. From an original idea by Karl Brown. Based on characters created by William Colt MacDonald. Director of photography, Ernest Miller. Musical score, Cy Feuer. Film editor, Ray Snyder.

Plot: The Mesquiteers discover that Americans are attempting to gain the land of a Spaniard, whose son is a good friend of Steele. When the latter learns the land is wanted for hydraulic mining, he enlists the aid of his two pals, Livingston and Davis, who help him bring the leader of the gang to justice for a murder which had been blamed on the owner's son.

Comment: The latest Mesquiteers western can be labeled satisfactory outdoor entertainment; while there's little to praise in it, still there's just as little to condemn, with the result that it will get by in the small towns and in neighborhood houses where westerns are a required dish on the movie menu. Lester Orlebeck's direction keeps things moving, and Rufe Davis manages to inject a little comedy here and there. Performances, on the whole, are fairly good. Let action dominate your front and lobby display; the three-sheet and six-sheet provide suitable material for this purpose.

Catchline: "Your favorite action trio rides to new adventures."

Phantom Submarine

Columbia **Spy Drama** **70 mins.**

(Nat'l Release, Dec. 20)

AUDIENCE SLANT: (FAMILY) JUST A FAIR SPY PICTURE WITH AN INEXPLICABLE DENOUEMENT WHICH MIGHT HURT ITS WORD OF MOUTH COMMENT.

BOX OFFICE SLANT: SECOND FEATURE ON A DOUBLE BILL.

Cast: Anita Louise, Bruce Bennett, Oscar O'Shea, John Tyrrell, Pedro de Cordoba, Victor Wong, Charles McMurphy, Harold Strang. **Credits:** Produced by Ralph Cohn. Screenplay by Joseph Krumgold. Story by Augustus Muir. Photography by Barney McGill. Art director, Lionel Banks. Directed by M. W. Stoloff.

Plot: Anita Louise, a newspaper reporter, stows away on a ship seeking treasure. She has been sent by the Navy to seek the identity of a mysterious submarine. The mystery is solved and she marries Bennett, first mate of the expedition.

Comment: An implausible story and an unexplained ending hamper this story considerably. Anita Louise, a beautiful girl, thinks nothing of visiting slums in evening dress, stowing away on boats, climbing ladders to escape from mansions, etc. Bruce Bennett, the hero, does all right with his part and Pedro de Cordoba is especially smooth as the villain. He leaves his rather peculiar actions unexplained. Also we must cast the finger of scorn at Miss Louise who betrayed the Navy, although she was instructed not to. But that may have been in the interest of romance. Direction and production are fair. Sell it from the spy angle. Use a man wearing a diver's costume as street ballyhoo. Distribute maps of the U. S. showing the spot where the phantom submarine is supposed to be and offer prizes for the best coloring.

Catchline: "A treasure hunt turns into a man hunt as a girl reporter tangles with desperate foreign agents."

Tobacco Road

20th Century-Fox **Comedy-Drama** **84 mins.**

(Prod. No. 133—Nat'l Release, March 7)

AUDIENCE SLANT: (ADULT) CURIOSITY MAY IMPEL A LARGE ATTENDANCE; THE PICTURE HAS BEEN CHANGED GREATLY, HOWEVER, AND THE CHARACTERIZATION OF JEETER IS ENTIRELY DIFFERENT FROM THE PLAY. THE PREDOMINATING ANGLE IS NOW COMEDY.

BOX OFFICE SLANT: ITS RECEPTION WILL BE SPOTTY. IT MAY DO A BIG BUSINESS IN SOME PLACES, BUT NOT SO WELL IN OTHERS.

Cast: Charley Grapewin, Marjorie Rambeau, Gene Tierney, William Tracy, Elizabeth Patterson, Dana Andrews, Slim Summerville, Ward Bond, Grant Mitchell, Zeffie Tilbury, Russell Simpson, Spencer Charters, Irving Bacon, Harry Tyler, Charles Halton, George Chandler. **Credits:** Produced by Darryl F. Zanuck. Directed by John Ford. Screenplay by Nunnally Johnson. Adapted from the stage play "Tobacco Road" by Jack Kirkland. Based on the novel by Erskine Caldwell. Director of photography, Arthur Miller. Art direction, Richard Day, James Basevi. Musical direction, David Buttolph. Film editor, Barbara McLean.

Plot: This is the screen adaptation of the play that has been running on Broadway since 1933, has played 3,098 performances to date, has toured 110,000 miles, played 291 cities in 42 states. The story revolves around a group of hard-bitten share-croppers who are about to be evicted from their home. The essential element of the story is now comic rather than tragic.

Comment: Jeeter Lester and the other familiar characters of "Tobacco Road" have come to the screen greatly transformed. The whole thing has been cleaned up and there can be no objection to the picture from any group at all. The story, too, has been changed about considerably so that now, Jeeter is a sympathetic character. The background and in fact the whole picture is sordid and unpleasant to a certain extent, but it is probably quite representative of the seamy side of life in certain parts of Georgia. Considerable material which could not be included in the play is in the picture in the nature of comedy relief. Thus the comedy has been stressed One of the important characters in the play, Pearl, has been omitted entirely from the picture, except by inference. The end, too, has been made considerably more cheerful. Use tack signs reading "Tobacco Road," with arrows pointing to your theatre. Use plenty of reference to the stage play in all advertising, as it has had as wide a circulation as any play in recent times.

Catchline: "The play that millions loved—on the screen at last."



Parade for "Western" Theatre

To celebrate the opening recently of the "Hitching Post" Theatre on Hollywood Blvd., devoted exclusively to westerns, a colorful parade marched down the main thoroughfare and halted in front of the house. Shown above (right to left) Monogram's Tex Ritter, riding White Flash; Betty Miles, featured in Ritter's latest film, "Ridin' the Cherokee Trail," and Slim Andrews on his mule, "Josephine."

Premiere of Western Causes Mayor To Declare Half-Holiday in Redlands

Converting the world-premiere of a secondary type of western into an opening of importance was the task assigned to Managers Harvey Kny and Dick Mears, respectively of the State and Fox theatres, Redlands, in connection with "Texas Terrors." How they solved the exploitation problems connected therewith offers considerable food for thought to showmen everywhere.

Plans for the premiere were formulated six weeks in advance. At the beginning, talent for personal appearances in Redlands was lined up. Local newspapers and organizations offered their whole-hearted support from the start. Both of the houses ran advance trailers and the Lions Club plugged the date whenever possible, the latter announcing that Don "Red" Barry, star of the film, would be guest of honor of the club at a pre-showing luncheon. Virtually every organization, including the post office department, merchants, radio stations and other groups cooperated 100 per cent to make Redlands' first western world-premiere a success.

Banners were strung across the streets, newspapers carried columns of advance and current publicity and art displays and the campaign was carried to the schools. Mayors from two nearby cities attended the Lions' luncheon as guests of Redlands' mayor.

The film star's arrival in town was heralded by a parade to the theatre, then to the Lions club. So widespread was interest in the premiere that the Redlands' mayor declared a half-holiday to enable townsfolk to attend.

Display Sells Muni Film

Brought all the way from General Grant National Park was a special display on "Hudson's Bay," consisting of a huge bear skin, skis, snow shoes and other trapper's paraphernalia, which Manager George Sharp of the Fox Wilson Theatre, Fresno, arranged to help sell the film's ruggedness, color and adventure. Doorman and usherettes increased the value of the display by wearing coonskin caps which bore title ribbons.

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with her grandest cast

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Directed by WILLIAM A. SEITER

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NATIONAL RELEASE
FEBRUARY 21

A UNIVERSAL PICTURE

The Talk of the Tents Up and Down the Land

Variety Club Notes

JOHN H. HARRIS, NATIONAL CHIEF BARKER

Weekly Get-Together of Filmdom's Good Fellows

Tent No. 1—Pittsburgh

Cast of "Hellzapoppin" Guests . . . Shapiro New First Ass't. . . . McDonald, Second, Art Morrone a Director

Wednesday night, Feb. 12, was designated as "Hellzapoppin" night and after the show at the Nixon practically the entire cast showed up at the Club where quite a few members were gathered.

At Family Night, Feb. 14, the host and hostess were Mort and Miriam England and kings for the day on Monday, Feb. 15, were Pete Dana and his Universal gang.

The vacancy in the crew created by Burt Bishop's transfer to Kansas City has been filled by moving up Mike Shapiro to first assistant chief barker, Brian McDonald to second assistant chief barker and making Art Morrone a member of the board of directors.

The annual banquet has been set for Nov. 2, 1941.

Kellenberg, chief barker of Tent No. 1, is on his vacation and will visit in New Orleans, Dallas and Florida.

Mrs. J. Gellman utilized the facilities of the club on Tuesday for a bridge luncheon.

Guests at the club this week included James Barton, star of "Tobacco Road," Irving Becker, James Mahoney from NBC, Irving Fried from Buffalo Tent No. 10, Dave Miller from Cleveland, W. H. Bickford, a member of the Dayton Tent, and former Governor John K. Tener, who was the guest of I. Elmer Ecker.

Tent No. 2—Columbus

Beechwold Theatre Opens . . . Ladies Stage Valentine Day Dance . . . Hardgroves Move to California

Mrs. Helen Pullin and son Bob are back from the West Coast where they spent several delightful evenings with Duke and Alma Clark. Watty Watson is up and around after a two weeks' siege with the flu. Mr. and Mrs. Paul Grube are the parents of a baby boy.

The Beechwold, newest neighborhood theattre, is now open. It is one of the Louis Wiethe theatres taken over from the chain of the late Clarence MacDonald. Mr. Wiethe also took over the Clevel and the Ada, at Ada, Ohio.

Leo Yassenoff built the Beechwold, which is to be managed by Milton, his son. Mrs. MacDonald will continue to operate the Southland, Thurmania, Arlington, Boulevard and Westmont.

Sympathy to Tom Jones, whose father recently passed away. Ladies' Variety Club staged one of the year's best parties, the Valentine Dance. Walter and Ethel Miles are back from the South. So is Bill Pancake. Robert G. Oestreicher, son of Bob Oestreicher, was one of three Franklin County student pilots to pass primary training at Parks Air College, East St. Louis. He is now in training for the U. S. Army Air Corps at Randolph Field, Texas.

Mel Frank is a temporary bachelor while Helen is vacationing down South. Phil Wood, Jr., son of Secretary Wood, is flying for RCA in the Pacific Northwest. John and Nelle Hardgrove will leave March 1 for California, where they will make their home. John has resigned from his post as assistant manager of Loew's Ohio. The Hardgroves anticipate a blessed event this summer. A criticism and suggestion box has been installed in the clubrooms.

TO ALL OFFICERS OF THE NATIONAL VARIETY CLUB:

The first and only meeting of the Canvassmen and Officers of the Variety Clubs of America, plus some appointed committee members will be held Sunday, March 2nd, at the Traymore Hotel in Atlantic City, N. J., starting at 12 o'clock noon. It is most important that you be present or have some important member of your tent present (preferably your Chief Barker) to set up all the plans of the Convention. Please do not say "anything we do is alright with you." We need you and your help to sit in this meeting and determine the course of the Convention. You can get away Sunday night. While the railroad or plane fare will be the expense of your tent the hotel expense will be the responsibility of the National Variety Clubs.

Please confirm the arrangements that you will be present at this meeting or if possible that you are delegating a Barker as your representative.

Don't fail!

JOHN H. HARRIS,
National Chief Barker.

Tent No. 3—Cincinnati

Stag Picnic To Be Held March 3 . . . Several Out-of-Towners Visit . . . Mike Greenberg Improves Clubrooms

At the recent meeting of canvasmen it was decided to hold an indoor picnic both for the fun there would be in it, and for the replenishment of the much depleted treasury. As a consequence Monday, March 3, is the date of said picnic, and Allan "Columbia" Moritz, father of the idea, is the committee chairman in charge of the affair. The picnic will start promptly at six in the clubrooms. It will be strictly stag, and no ladies will be admitted on that night. Barbecued chicken, but good, and all the trimmings will constitute the main tantalizer on the planned feast. This feast will be served between 6 and 10, after which the time will be devoted to what is known as strictly fun. Tickets are $1.13 each, and every member is urged to get rid of as many of the pasteboards as possible, and then some. Come yourself and bring your friends. Everybody welcome to the picnic, and a good time is assured to all.

The results of the new house committee under the chairmanship of Mike Greenberg are more than gratifying. Business has improved and the clubrooms look more like they really should.

C. C. Kellenberg, chief barker of Tent 1, Pittsburgh, spent several hours in the clubrooms last Friday night, as did Barker Geo. Sallows from Columbus Tent No. 2.

Several of the barkers including Harry Hartman, the country's oldest baseball announcer in point of service, Allan Moritz and Noah Schechter, will soon leave for the Reds training camp at Tampa, Fla., there to get their first glimpse of their idols in action and also take off some of the abdominal fat with which all three are heavily laden.

Tent No. 5—Detroit

Installation Ball Highly Successful . . . RKO Night Last Saturday . . . Sharkeys Play Host to Everyone

A heavily-attended installation banquet on Monday was the high point of the year to date for Tent No. 5. With National Canvasman Charles C. Perry officiating, new officers were inducted and Chief Barker H. John Howard presided. New members inducted by Past Chief Barker Jack Flynn, a founder of Detroit Tent, were Paul David Bromberg, James E. West, Edward L. Hyman, Jack Broder, Robert P. Corbin, and Philip F. Brestoff.

Val Clare, CKLW commentator, was toastmaster, and speakers included: Mayor Edward J. Jeffries of Detroit; S. L. A. Marshall, author of "Blitzkrieg"; and Charles Lee, director of public relations for Paramount. Other guests included: Harry F. Kelley, Michigan Secretary of State; Judges Harry Keidan, Guy A. Miller, and John P. Scallen; Ted O'Shea, M-G-M district manager (Sales Manager W. F. Rodgers, who was in the club Saturday, had to leave a few hours before the banquet); J. J. Maloney, national assistant chief barker; Louis Phillips, Paramount legal department; Harry Goldstein, Paramount district manager; Fred Mandell, owner, Detroit Lions; and Bob Hall, singing rimester. The entire show from Ray Schreiber's Colonial Theatre was brought over for the occasion by Sol Berns.

Saturday night, first night of the year dedicated to one group in the industry, was RKO night, with Manager and Mrs. Jim Sharkey as Ringmaster and Lion Tamer respectively. Results showed they had plenty of friends, with the biggest crowd out this season for any Saturday Frolic. Big show from the Frances Wadsworth Dancers was followed by a half hour of magic by the veteran Harry Cecil. Lucille Ball and Desi Arnaz, RKO stars, came up later in the evening, completing a well-rounded program staged by the Sharkeys.

Tent No. 12—Minneapolis

Bert Wheeler and Gang Visit . . . Valentine Day Dance Staged . . . "Days of '49" Set for Next Month

Bert Wheeler and a bunch from Earl Carroll's "Vanities," playing at the Orpheum, dropped in after their fifth show Saturday for the open house. What a swell outfit they are! Wheeler is the most regular fellow you'd ever want to meet. Among those in the party were James McKechnie, manager of the show and brother of the Cincinnati baseball club manager; Hank Ladd, Beryl Cameron and others. If this troupe hits your town, be sure and get them to the clubrooms. You'll like them and how.

Another prominent visitor of the week was Jimmy Grainger, president of Republic pictures. Gilbert Nathanson, his popular local branch manager, brought him up. Another great guy—Grainger.

Orchids to Lowell Kaplan and Charlie Rubenstein, co-chairmen of the entertainment committee, for the dandy Valentine Day dance they staged. They had the Arthur Murray dancers up to give rhumba instructions. Rubenstein himself and his partner shared a bottle of champagne with another couple for the best exhibition of rhumba on the dance floor. The champagne was the prize.

Norman Pyle, M-G-M exploiteer, had the Earl Carroll party in tow when they visited the club and Norman was right in his element, surrounded by a bevy of the beautiful Earl Carroll girls.

Plans are shaping up for the big "Days of '49" entertainment next month to raise money for the Milk Fund, the club's charity project. Because Eddie Ruben, who's in charge, has to be out of town, Chief Barker Ben Blotcky and Bill Elson, two exceedingly capable fellows, will handle the arrangements for him. Max Torodor is in charge of ticket sales and he'll be assisted by Abe Kaplan. Les Rees and Lowell Kaplan will look after publicity.

Tent No. 17—Dallas

Spring Golf Tournament April 7 . . . Rowland Speaker at Luncheon . . . Arthur Mohr, New Secretary

Main item on the boards these days around Tent No. 17 of Texas is golf. Divot digging dubs and par shooting shotmakers are all looking forward to this year's Spring tournament being one of the most successful events the club has staged. The tourney is in the capable hands of General Chairman B. C. "Hoot" Gibson and Co-chairman Duke Evans and Burt King. Play will be over the beautiful and tricky Brook Hollow Country Club course Monday, April 7. Activities preceding the 18 hole medal play tournament include a Calcutta Pool and Stag Party in the Adolphus Hotel club rooms Saturday and Sunday, April 5 and 6. Some 150 barkers and guests will vie for prizes valued at $1200. Purchasers of winners in the Calcutta Pool are expected to share $2000. Everybody will have fun and the whole show should swell the charity chest to overflowing. Barker Duke Evans is out hustling the Rialto and Film Row to obtain additional funds through the medium of "The Spieler."

Attendance has been stimulated at the club's weekly Monday luncheons with an exceptional job of obtaining a group of excellent speakers being done by Barker Charlie Meeker and his committeemen. Guest speaker Feb. 17 was the Hollywood producer Richard Rowland. In Dallas on a key city tour of the country with his new picture, "Cheers For Miss Bishop," the famous producer-director gave the club a humorous and enlightening talk on "scenes behind the scenes" of fabulous Hollywood.

New club secretary, Arthur Mohr, has just recently taken over the duties of Miss Bonnie Long. Miss Long, secretary since the Tent's inception, was compelled to resign because of ill health.

Bingo is the thing in the club rooms every Saturday night. Barkers, their wives and guests are attending in such large numbers that plans are being considered to obtain additional space.

Following the Spring Golf tournament comes the National Convention. Clubroom talk would indicate that at least 50 Texans will be represented at the gathering. Other barkers are getting under way to make the Second Annual Turtle Derby the talk of the nation.

Tent No. 18—Dayton

Theatre Business on Upgrade . . . One New House Opened . . . Three Under Construction in City

Tent 18's new Catholic chaplain is Father Michael Henson, Catholic chaplain at the National Military home. He succeeds Father Simms who died a year ago.

Dick Althoff has returned home from New York City with yarns of night life. 'Tis a fine thing, Sir Richard says.

Theater business in Dayton is on the upgrade. Three new theatres are under construction, while a fourth was reopened recently. The newest theatre will be the McCook, which has been leased to the Central States Amusement Corporation. The 975-seat house is expected to be completed about May 15. It will be located near the McCook field low-rent housing project in North Dayton.

Barkers Paul Banker and Bob Yendes are erecting a theatre near the housing project also, while in the upper Dayton View residential section, Ike Libson and Morrie White are erecting another theatre. Site of the theatre near one of the city's three general hospitals was under fire by hospital attaches on grounds of traffic confusion and noise. The fourth theatre is the Regal on the west side, for colored folks, offering opposition to Herb Byrd and Freddy Krimm at the Classic, and Ev Bennett who will soon leave the Palace, the building having been sold to a Columbus woman, Mrs. Miles.

Tent No. 19—Baltimore

Joe Grant Better After Florida Trip . . . General Meeting Held . . . Rome Gives Dinner to Old and New Directors

Our genial dough guy, Joe Grant, has returned from Florida looking much better after his serious operation. He will stay in Baltimore for several weeks and then off again to Bermuda.

A general meeting was held Thursday night. Sixty barkers attended. It was the first general meeting held by new Chief Barker Hicks. After the meeting refreshments were served. This repast on the house was enjoyed by all present. Chief Barker Hicks appointed the following chairmen of the various committees: Membership, J. Louis Rome; House Committee, Barry Goldman; Remodeling, Elmer Nolte; Promotion, F. H. Durkee and I. M. Rappaport; Special Events, Bernard Seaman and Edwin Sherwood; Publicity, Edward Perotka; Birth, Marriages, Sickness, O. D. Weems; Audit and Financial, Edward Perotka.

Ex-Chief Barker Rome is putting his house in order. He will leave shortly on a three month trip to the coast. He will go by the southern route and return by the way of Lake Louise and Banff. On Monday night he gave a dinner to the old and new board of directors.

Tent No. 21—Atlanta

Charlotte Tent Assisted in Obtaining Blood Donor . . . Wilkes on Vacation . . . Many Barkers in Florida

Tent No. 21 was happy to co-operate with the new Charlotte club in broadcasting an appeal for a blood donor to a woman stricken with a rare disease. Fifteen minutes after the air mail letter from Charlotte was received, radio station WSB, one of the most powerful in the south, was broadcasting the appeal as a special courtesy to the Charlotte and Atlanta Clubs.

Barker Harold Wilkes is taking an extended vacation in Bay St. Louis, Miss., to recuperate from a prolonged illness. Several farewell parties were held for Mrs. Wilkes.

Next club meeting will take place in the club rooms on Monday, March 3rd, at 12:30, with Barker Sid Reams as "King For a Day."

The club will attend en masse special church services to be conducted by the club's new chaplain, Dean De Ovies, to be held at St. Phillips Cathedral at 11 a.m., on March 16th.

The tropic sun of Florida has beckoned Dough Guy R. B. Wilby, Chief Barker Jenkins, Second Assistant Chief Charles E. Kessnich, Barkers J. H. Harrison, T. X. Jones and others.

A special table seating eight has been placed in the club rooms and designated as the "Barkers Round Table." Idea is to have stag Barkers sit at this table during lunch or dinner hours so that all stags can enjoy a round-table discussion. House committee has also ruled that there can be no treating at this table; every member must pay for his own lunch or dinner.

A new piano has been purchased for the club rooms and it's amazing the number of barkers who can really tickle the ivories, and they didn't take one of those "as I sat down to the piano" courses either.

Parties were held in the club rooms lately for Stirling Hayden, new Paramount discovery, here for the showing of his first picture, "Virginia," and Richard Rowland, producer of "Cheers for Miss Bishop."

Club's newest barker is Jack Price, new Branch manager for Paramount Pictures, Inc.

The reason why Johnny Rice, genial club manager, can't possibly attend the national convention to be held in Atlantic City, would probably interest Walter Winchell, who goes for items of this nature in a big way.

Tent No. 24—Charlotte

Charter Presentation March 10 . . . Headquarters Ready Next Week . . . Help Asked for Disease Victim

Plans have been completed and the boys started out this week selling the beautiful gold ducats at $5 each for the Charter Presentation Banquet to be held at the Hotel Charlotte March 10. This, the first official function of the newly organized club, will be strictly a stag affair. Attendance to the banquet will be limited to 300, including members, out-of-town guests, prospective members and a specially selected number of prominent business men of Charlotte. Invitations have been extended to the barkers of every organized tent.

In addition to Johnny Harris, who will present the charter, and Bob O'Donnell, who will assist, it is hoped that Postmaster General Frank C. Walker will take part in the ceremonies. Mr. Walker has signified his intention if it is possible to leave his official duties.

Club quarters at the Hotel Charlotte are being rushed forward and will be ready for occupancy March 1st, according to Barker Phil Longdon, chairman of the building committee. Those who have seen the plans claim they will be as fine as any in the country.

An appeal for help in a mercy case was sent out by Chief Barker Heck Everett to every club in the country, in an effort to save the life of a young lady in Charlotte who has been hanging between life and death for over ten weeks suffering from a very rare disease called streptococcus viridans septicaemia endocarditis. Each club has been requested to endeavor to locate blood donors from those who have suffered from this ailment. Local radio stations and newspapers have been asked to cooperate.



Deanna Durbin is presented with an elaborate cellophane sombrero by the Variety Club of Texas. Left to right are Ray Beall, Interstate Circuit; Dave Lutzer, Universal manager in Dallas and F. O. Starz, Interstate.

Meet Your Exchangemen

Martin Solomon (Monogram)

Marty's career started with Warner Bros. as special representative. He was later promoted to head the Vitaphone Division in the Central West and was branch manager in St. Louis. After 10 years with the company, he joined Columbia and during the course of nine years was branch manager in Pittsburgh and Indianapolis. A couple of years ago, he joined Monogram and is now branch manager in Los Angeles.



Jennie Dennet (Republic)

The "men" in the headline above is a generic term and applies just as well to the distaff side of the business, represented this week by the head booker of Republic's New York exchange. She began her film career as an examiner and handled many posts before she became head booker for Columbia, where she stayed until Republic beckoned. She's as popular with exhibs as she is persistent in getting dates.



Thomas E. Bailey (MGM)

Tom joined MGM in 1930 and went into training as a student booker. He was sent to Charlotte as chief booker and stayed there six years before he was made a salesman in the same post, where he is now. His father was an exchangeman in Cleveland and he is a brother-in-law of Charlotte branch manager Benn Rosenwald and District Manager Burtus Bishop, Jr. His brother George is assistant cashier for MGM in Cleveland. So MGM's kind of in the family.



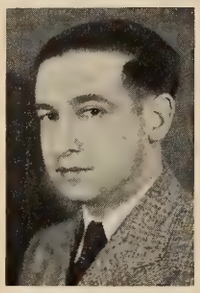
Arthur J. Sullivan (UA)

After first seeing the light of day in Cincinnati, Ohio, "Sully" was shipped west to learn the cow-punching trade, by his father, who didn't want the son to follow in his footsteps as a journeyman printer. And his first job in the wild and wooly state of Montana was in a printing shop! After the War "Sully" started in film business with the old Goldwyn Company. He stayed with it until the merger and remained with MGM until 1928 when he was named Seattle branch manager for Columbia. From Columbia, to Fox and back to Metro and then to state rights took care of the next five years in "Sully's" film-selling career. After seven years with NSS, he joined the U. A. office in Seattle as a salesman.



Philip Weinstein (Columbia)

Phil was born in Chicago in 1895 but arrived at San Francisco in time to live in a tent in the park during the earthquake and fire of 1906. His first job was in the film business with Novelty Film Co. which company was later taken over by the General Film Co. where he worked until 1914 when he joined Metro as shipper and booker. When War broke out he enlisted and upon his return from France went back with Metro as booker and was later made assistant manager and city salesman for the San Francisco territory. In 1937 he joined Columbia. He is now serving as salesman in the San Joaquin Valley territory.



Harry H. Young (Universal)

It is fitting that Universal's Harry Young should be stationed at Cincinnati these days, for although he owns up to Boston as his birthplace, he has lived in Ohio practically all of his life. In fact, he went to school in Columbus and got his first business experience there. Harry, a Universal veteran, has sold pictures for this company in Kansas City, Buffalo, Cleveland and Pittsburgh. He was transferred to Cincinnati three years ago.



Oden O. Flake (UA)

O.O., who is often given the nickname of "Once Over," started as a salesman in the States Right market back in 1921, traveling in Arkansas. He was with FBO's Memphis exchange for five years and then traveled through Kansas for Fox for seven years more. He joined United Artists in 1937 and has been handling the Northern Kansas territory ever since. He is married and the proud father of a son.



Norman "Sandy" Ayers (Warner Bros.)

Sandy, now Warner branch manager in Boston, stopped selling "Blue Sky Securities" some years back to join Warners as a salesman in the Washington exchange. A job eminently well done commanded advancement, and in a short while he was promoted to the branch managership in the company's Albany Exchange. Then about two years ago he took over his present spot and he is still holding on to it.



HE AIDS NEEDY CHILDREN

There have been ways and means in which managers raised funds for charitable purposes or collected clothing for the poor and needy, but few of them match the real human appeal that characterized Manager Sam Hammond's activities in this connection.

The Kinston, North Carolina, exhibitor saw a 14-year-old girl clad in tattered overalls. He "couldn't stand that." He advertised that he would exchange two tickets to the Carolina Theatre for every usable garment brought to the showhouse.

People literally stormed the theatre, bringing with them a flood of pants, coats, dresses.

It was a happy Hammond who turned the clothing over to school authorities for distribution to needy children. Through the courtesy of a local laundry and dry-cleaning establishment, the garments were laundered, cleaned and mended to look like new.

All in all, 500 pieces of clothing were collected. Hammond believes that the good things said about his theatre will more than pay for the passes he gave out. Right now he is the idol of every little boy and girl in Kinston, and the older folk swear by him, too.

Would that all exhibitors were like Hammond!

Outstanding Campaigns Win Buttons for Two

MGM recently awarded Honor Roll Buttons to Managers Frank Miller, Metropolitan Theatre, Morgantown, W. Va., and George Peters, Loew's Colonial, Reading, Pa., for their outstanding exploitation campaigns for "Bitter Sweet" and "Hullabaloo," respectively.

Highlights of Miller's "Bitter Sweet" campaign were: Electrical transcription planted with local radio station and played one day in advance of opening. Two thousand heralds distributed house-to-house. The same number of duo-tone photos set with leading department store chain. One thousand cards mailed to members of music clubs. Thirty-five hundred chocolate tabs distributed by a young lady dressed in a similar costume to that worn by Jeannette MacDonald in the picture. Inquiring Reporter stunt with best answers receiving guest tickets. Drawing contest conducted by art department of Morgantown High School from photos of Miss MacDonald, with winning entries displayed in lobby. Still displays planted with numerous stores.

Highlights of Peters' "Hullabaloo" campaign were: Treasure Hunt at Reading's busiest five-and-dime store. Newspaper contest on words assembled from letters in the title. Several thousands of heralds distributed at local dances, football games, hotels, etc. Corresponding number stunt, with cards for boys and girls distributed, similar numbers teaming up and being admitted to theatre free. Opening night parade to theatre led by sixty-piece cadet band. Headless man ballyhoo, with sign reading: "I laughed my head off, etc." Proclamation on part of Mayor for a Laugh Week during film's engagement. School essay contest offering prizes for best short radio script. Numerous window still displays in leading stores.

Prizes Offered for Letters

Three Judy Garland-"Little Nellie Kelly" dolls were offered as prizes for best letters from girls under ten years of age, telling why they thought they deserved the dolls, as one of the features of the "Little Nellie Kelly" campaign put over by Dwight Van Meter, Strand, Pottstown, Pa.

Don't Wait Till Tomorrow

The best intentions are futile if not acted upon promptly.

Selling the Picture



Defense Items on Display

An exhibit of rifles, binoculars and steel helmets, collected by the American Committee for Defense of British Homes, was displayed in the lobby of the Globe Theatre in conjunction with the premiere of United Artists' release, "Blackout." Patrons were requested to donate similar items for distribution to British civilians. Following the "Blackout" engagement the exhibit was sent abroad for distribution in England. Similar tieups will be made throughout the country with representatives of the A.C.D.B.H.

Faint Check Prove Swell Gag in Exploiting Horror Show

When the double-feature Horror Show, "The Torso Murder Mystery" and "The Face at the Window," played at the Fox Granada Theatre in Inglewood, Calif., recently, Manager Dave Martin distributed 5,000 unique attention-getting cards in advance.

Labeled "Faint Checks" from the "Fright-Insurance" Company, the cards provided that "the person named below is entitled to return again to the Fox Granada Theatre in Inglewood if sufficient evidence is presented to the management proving he or she fainted during the showing of 'The Torso Murder Mystery' and 'The Face at the Window,' etc." Space was provided for the name and address of the recipient, and the card was signed "Fright Insurance" Co., 115 N. Market St., Inglewood. (That's the Granada's address.)

Younger patrons snapped them up like hot cakes, demanding repeats so they could write in the names of their friends in the dotted lines provided for that purpose. As a result, business for the Horror Show was above normal. Bill Erickson, assistant to Martin, helped work out the stunt.

"Actually the basis for the idea," reports Martin, "came from The Encyclopedia of Exploitation."

Thanks, Dave. There must be thousands of other exhibitors who could find the bases for any number of ideas by consulting the book, but this is just between you and us, and isn't an advertisement.

"Escape" Classified Ad Contest

A classified ad contest, offering cash and guest tickets as prizes, was planted by Frank Murphy, Loew's Syracuse, in the local *Herald-Journal* as part of his "Escape" campaign.

Navy Cooperation Sells "Command" for Farrar

As a result of the splendid cooperation of the U. S. Navy Air Corps, extended by Lieut. C. G. Olsen and Commander R. K. Gaines of Chicago, outstanding exploitation stunts and publicity breaks helped to make the engagement of "Flight Command" at Loew's, Indianapolis, one of the most successful in the theatre's history.

The Kiwanis Club, having already scheduled a talk by Martin Dies, agreed to cancel it in favor of an address by Lieut. Olsen. Prior to this, the lieutenant had discovered a young man about to be sworn into the Naval Air Corps. It was suggested that the youth be sworn in following Olsen's address, with a microphone picking up the ceremonies for radio audiences and a News of the Day photographer recording it on celluloid for Loew patrons. Accordingly, the proceedings went through as scheduled. It marked the first time, according to a report from MGM Exploiteer Harold Marshall, who with W. G. Bishop, Chicago exploiteer for the same company, assisted Manager Ward Farrar in executing the stunt, that a recruit was sworn into the armed forces in public.

Preceding the ceremonies, it was the intention of Lieut. Olsen and Commander Gaines to fly to Indianapolis, dive-bomb the city, salute it, land at the municipal airport and then proceed to the Kiwanis luncheon. Because of bad weather, the officers were forced to journey to Indianapolis by car; but Commander E. A. Griffiths of the Indianapolis Naval Armory agreed to substitute for Olsen and did so in splendid fashion. Station WIBC came through with 50 minutes of air time, so that the entire program of the Kiwanis luncheon, as well as numerous plugs for "Flight Command," were garnered.

The moment the entire schedule was arranged, the local papers were furnished with publicity stories. When editions became available, in evidence were such headlines as "Indianapolis to be Attacked from the Air," "Indianapolis to be 'Blitzed' from the Air by Naval Fliers," and "Soldiers and Sailors Monument to be Attacked by Naval Dive-Bombing Exhibition." On the front pages were stories and photos of the fliers. Generally conservative, *The Indianapolis News* went overboard on publicity, even more so than the *Star* or *Times*.

In advance, Stations WIBC, WIRE and WFBM jumped on the bandwagon and blasted the airwaves, telling localites of the expected attack from the air.

Permitting their names to be used as hosts, Lieut. Olsen and Commander Gaines, through Manager Farrar, invited local Navy fliers, as well as Naval officers, the Kiwanis Club, the Head of the Boy Scouts, Mayor Reginald D. Sullivan, and other distinguished guests, to be present at a special screening of the picture.

The two fliers were guests of honor at a special dinner at the Armory. Two attractively-gowned models from Block's were posed with them, and pictures of the foursome were used for a cooperative newspaper ad illustrating the trend of ladies' dresses toward the patriotic.

For Better Show Selling
Showmanalyses Have Appeared In STR on Following Pictures

Adam Had Four Sons	Feb. 15
Arise My Love	Nov. 9
Back Street	Feb. 8
Bank Dick	Nov. 30
Escape	Nov. 2
Go West	Dec. 7
Her First Romance	Jan. 11
Kitty Foyle	Dec. 21
Land of Liberty	Jan. 18
Letter, The	Nov. 23
Mad Doctor	This Issue
Melody Ranch	Nov. 16
Mr. and Mrs. Smith	Feb. 1
Philadelphia Story	Jan. 25
Son of Monte Cristo	Dec. 28
Spring Parade	Oct. 5
Thief of Bagdad	Dec. 14
Third Finger, Left Hand	Oct. 26
This Thing Called Love	Jan. 4
You'll Find Out	Nov. 23



Splendid Institutional Poster

Hundreds of out-of-state aviation workers are getting a sincere greeting from the Fox Granada Theatre, Inglewood, Calif., in the form of an institutional poster with this copy: "Inglewood . . . Harbor of the Air . . . Welcome to Fox West Coast's Granada . . . Where Courtesy Spells the Difference." Inglewood, by the way, is soon to become the western terminus for all major air lines. Manager Dave Martin and his assistant, Bill Erickson, deserve special commendation for their initiative. When your eyes have feasted long enough on lovely Usherette Lorraine Gale, concentrate on the poster.

Ginger Rogers Contest Features Pueblo Campaign on "Kitty Foyle"

A Ginger Rogers likeness contest featured the campaign arranged by Manager Brown of the Chief Theatre, Pueblo, Col., for "Kitty Foyle."

The contest was sponsored by the *Chieftain-Star Journal* and a local photographer, with the *Journal* using a generous allotment of daily stories and photographs. A special window display of "Kitty Foyle" stills in connection with wearing apparel was featured by Crew-Beggs Dry Goods Store located in the heart of the downtown shopping district.

Fifteen hundred deluxe window cards were distributed throughout the city. Tieups were arranged with the local book stores featuring specially printed cards crediting the attraction, theatre and playdate. Newspaper trucks were placarded with the announcement, newsstands covered with tack cards and daily broadcasts over the local radio station announced the opening of the film at the Chief Theatre.

Program Exchange

Grott and Mayes Get Out Unusual Giveaways While Owen Writes a Short Story

WE HAVE so many programs on our mind this week that we can't even stop to ponder on the weather. So here we go—and hold on tight!

The unusual in programs is always welcome. And we *do* have something unusual this week. Well, maybe it isn't as unusual as it is clever. But we'll let you be the judge. Among other things, Harold Grott of the Met Theatre, Baltimore, Md., sends us his program on "Four Mothers." From all outward appearances, it looks like an envelope, with this inscription on the front: "They've cornered the stork market" (*yes, compositor, that's stork*). When opened up, there is revealed a photo of the "four mothers," carrying their babies, along with copy about the picture. It attracted *our* curiosity, and it should the public's, too.

Still in Baltimore, let's drop over to the Ambassador Theatre, where Will Briemann is the chief diplomat. We mentioned his activities last week in this department, but he's back again with a sock newspaper-style herald on "North West Mounted Police." It's in four pages, and besides containing plenty of art, stories, cartoons and bold headlines, there are six merchant ads on the back which probably paid for the heralds. It's a flash in every sense of the word, and must have directed a lot of attention to the DeMille spectacle.

Unusual and Clever

We were surprised and pleased to hear from Al Mayes of the Palace Theatre, Graham, Texas. Did we say something about "unusual" and "clever" in a preceding paragraph? Well, we've got to use the words again, for Al has sent in a *clever* and *unusual* handbill. Tieing up with the merchants, he got out a bill which urged citizens to trade at home and at the same time to see "Stanley and Livingstone" at the Palace. Now here is how he did it:

Taking the letters from the title, he used each one for the first letter of a catchline in an ad. In all, there were 21 ads, the same number of letters in the title. Each letter was in large black type so that the title was easily discernible. Here are four examples of the manner in which the letters were used: "Stop and shop where price and quality meet"—"The Kitchen, featuring foot-long hot dogs"—"Always at your service"—"Now! Have your car serviced." The first letter of each of these quotations, when put together, spell "Stan," which is as far as we can go in trying to show you what Mayes did. You might try it on a picture sometime. It was done with splendid results in Graham.

Down at Parris Island, S. C., Andrew Pingitore is projectionist at the Lyceum Theatre, operated by the United States Marines. With the best of intentions, Andrew joined the Program Exchange. Then he got to thinking that the programs prepared for the Lyceum were not of a commercial nature, were merely mimeographed as an outline of the activities of the Marine barracks. So he asked that his name be withdrawn from the membership. Naturally, his theatre does no advertising of any kind; it's always assured of a full house. He sent us one of the programs which, among other things, lists the week's attractions at the Lyceum. A descriptive line is used in connection with each picture, and in addition, the short subjects and times of shows are given. There is even a "lost and found" department; in this particular issue, someone had lost "a half-grown Maltese Kitten." We like those descriptive lines about the attractions, because many managers who wish to be conservative in their programs could well use them. For example, in referring to "A Little Bit of Heaven," the program has this to say: "This is a pleasant combination of comedy and music, with Gloria Jean rendering several songs." No overworked adjectives there, and it amply describes the film.

Uses Institutional Catchlines

While we're still in South Carolina, let's drop around to Easley. If you ask for the manager of the Lyric Theatre you'll get Harold Armistead. A firm believer in institutional catchlines, he has sent us some of the samples he has used recently. We haven't room for all of them here, but we'll give you a few, just to show what Harold means:

"The show must go on . . . *on time!* There's no waiting around for the show to start at the Lyric! That's just another small item in our policy of service."

"We think it highly significant that 21 out of the top 25 leading pictures for 1940, as indicated in the SHOWMEN'S TRADE REVIEW (gosh! that's us!!!) nationwide poll, were presented in Easley at the Lyric Theatre."

"More than 250 feature pictures are presented at the Lyric every year—an amazingly varied array of entertainment brought to you with the belief that *every* week there's *some* picture of *special* interest to *everybody* . . . at Easley's Amusement Center."

In future issues, we hope to quote more of Armistead's fine institutional copy.

The inimitable Jim Owen is back with one of those most interesting calendars chock-full of homespun wit and showmanship. Referring to February as the shortest month of the year, he tells his patrons that "I have written a short, short story for you. Lets' call it 'Twenty Nights of Entertainment at the Owen Opry House' or 'Why Stay Home and Burn Your Coal When You Can Come and Burn Ours'."

In his story, Owen uses titles of the pictures to be played at his theatre during February. Here's how he did it! We reproduce it exactly as printed, punctuation and all:

"On Christmas in July in Maryland, Blondie Played Cupid. So He Married His Wife one Night at Earl Carroll's and found Friendly Neighbors living by some Hidden Gold. So You Won't Talk, he said. Hot on the trail went the Men Against the Sky. To protect their gold, The Texas Rangers Ride Again West of Abilene.

"It was Frontier Vengeance indeed when Ellery Queen, Master Detective, heard Untamed, Young Bill Hickock say Arise My Love and Dance, Girl, Dance, for This Thing Called Love has us Dreaming Out Loud South of Suez."

We'll bet Bransonians got a great kick out of that copy. For his post script, Owen closed with this bit of philosophy: "What this country needs is a good cuss-word that can be sent through the mails."

Whoa! We've passed the red light. Can't write any more because the space below is needed for something else. So all we can do is stop here and assure you that we hope we'll see you here again next week.

INSTITUTIONAL COPY

(Editor's Note: The following copy was written for the programs of Warner Chicago Theatres by Charles H. Ryan. It can be easily adapted to your own situation. Further examples will appear on this page from time to time.)

Entertainment Plus

Of the numerous forms of entertainment enjoyed by civilized man, one is ideal—the motion picture.

Compared on a basis of economy in terms of money, the motion picture is second to no amusement. On a basis of benefit, it ranks first.

While ear, eye and interest are held fascinated by the spell of the story, the intellect is enriched by travel and Study, but the more so because "painlessly."

Motion picture entertainment at the Blank Theatre is ENTERTAINMENT PLUS.

Stars, Too, Were Once Kiddies

Headed "When Stars Were Born," a full page of photos of M-G-M players as small children was planted in the Sunday magazine section of the *Columbus Citizen* by Fred Ostreicher, Broad Theatre.

Calling All Kellys!

Every person named Kelly in Hartford, Wis., was invited to be an opening night guest of the Hartford Theatre management as part of the "Little Nellie Kelly" campaign put over by Charlie Braun. Local newspapers devoted plenty of page one space to this stunt.



And We DO Mean "SCOOP!"

Forget about your adjectives. None of them will adequately describe this swell scoop put over by Bill Hollander of Balaban & Katz for the midwest premiere of Alexander Korda's United Artists release, "The Thief of Bagdad," at the Roosevelt Theatre. Bill arranged the stunt for the second edition of the paper, which totaled around 40,000 copies.

--Your Application Blank--
Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW

1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....

Theatre .....

City .....

State .....

"Philadelphia Story" Gets Rousing Advance Campaign in Louisville

"The Philadelphia Story" was given a rousing send-off recently during its engagement at Loew's Theatre, Louisville, Ky. In charge of the extensive exploitation campaign, which embraced practically every important channel of selling, were George N. Hunt, Jr., manager, B. E. Fry, assistant manager, and Harold H. Marshall, MGM exploiteer.

The newspapers came through magnificently. One featured a quarter-page layout of Hepburn fashions created by Adrian. A columnist devoted his column to an earlier visit of Katharine Hepburn to Louisville and comments about the picture. Stories, art, etc., were in evidence in all the papers in advance of the opening.

Spot announcements were planted over Stations WAVE, WGRC and WINN. The latter station also featured a clever contest in which women were invited to submit their ideas on "How to Turn a Man Down."

Four exceptionally fine cooperative ads were promoted. One was a suit ad from Levy Brothers, Louisville's leading clothiers, featuring art of the three male leads; another was a fur ad, based on a still showing Ruth Hussey wearing a leopard coat; another was a candid camera ad, and still another, also by Levy Brothers, featured tuxedoes.

Teaser ads, spotted throughout the paper, contained spicy catchlines from the picture.

Two hundred and fifty processed two-color window cards were placed in the best spots in downtown, suburban Louisville and in surrounding towns.

To girls and women in downtown offices Postal Telegraph boys delivered envelopes carrying a big "P.S." (Confidential)" in the upper right-hand corner. Inside was a sheet headed "Dear Diary" which revealed the real confusion suffered by *Tracy Lord*. The diary gag had the women gossiping.

Five debutantes and five working girls were invited to a special screening, after which they went out and raved to their friends, working associates. families, etc. They called in several days later to reveal how well they were spreading the good word around on the picture.

A splendid "blue-blood" mailing list was obtained from the Louisville Memorial Auditorium Management, and 1,200 cards were sent to this list, reminding them of the play assuring them that the picture was even better.

Two hundred banana split window streamers were promoted in Taylor's Drugs, Woolworth's, Kresge's, McCrory's, Walgreen's, etc.

Twelve Murphy News Agency trucks were bannered.

At Stewart's Department Store, on the third floor, a unique display featured Adrian sketches and stills of Hepburn and Hussey wearing fashionable clothes. A suit display was promoted in Levy Brothers' window, while in Younger's Fur Shop window was a 40 x 60 of Hussey in a leopard coat.

From Carroll's Drugs, Piggly Wiggly, and Steiden's Grocery came 25,000 shopping bags, which Manager Hunt imprinted with copy and returned for distribution. Several pairs of complimentary tickets did the trick.

Stopping at the busiest corners, where large crowds congregated, four pretty girls tuned in portable radios on WINN to catch spicy picture plugs and announcements.

An advance screening was held for members of the press, as well as radio officials and other important localites. It definitely aided the opening. The advance trailer featured "Scoop" copy.

In a tieup with the makers of Philadelphia Cream Cheese, 25 trucks were bannered, and one hundred special window display streamers were put out by Kraft salesmen.

Contest for Circus Performer

Exploiteer Graham Kislingbury's campaign for the run of "Chad Hanna" at the Warfield, San Francisco, centered on a contest and search for the oldest living circus performer, which was waged in the city's newspapers. The winner was dined at the St. Francis Hotel. A special circus night, dedicated to him and the picture, was held in the Mural Room. The ex-trouper and his family were guests of honor at the Warfield on opening night and were introduced from the stage. The entire campaign cost nothing, while resultant support from newspapers and other cooperating agencies, created more than average public response.

"Miss Strawberry Blonde of 1941," Selected at Kansas City, Plugs Film

In conjunction with the selection of a Kansas City girl as "Miss Strawberry Blonde of 1941" by the Western Fruit Growers of America, "Strawberry Blonde" has received nationwide photo and story breaks in newspapers. The film received additional publicity, with the introduction before an audience of 20,000 at the Kansas City Fashion Show of the new "Strawberry Blonde Bonnet."

This is part of Warners' national publicity campaign on the feature.

Man in Flying Togs

A ballyhoo man attired in flying togs was sent through Harrisburg streets as part of the "Flight Command" campaign arranged by Bill Elder, Loew's.

The New CONAN DOYLE Thriller



Murder At The Baskervilles

With ARTHUR WONTNER
IAN FLEMING LYN HARDING

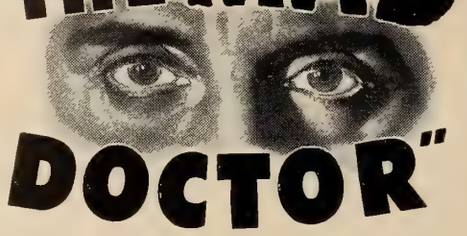


All the famous CONAN DOYLE characters come to life in this absorbing and gripping adventure story

Distributed by
ASTOR PICTURES CORPORATION
130 WEST 46th STREET • NEW YORK, N. Y.

NOTE FIRST-RUN EXHIBITORS
CONTACT US DIRECT IF NOT RELEASED IN YOUR TERRITORY

"THE MAD DOCTOR"



An SHR Showmanalysis

(REG. U. S. PAT. OFF.)

ONE may have his doubts as to just what type of entertainment is certain to attract better-than-average patronage. But those doubts are dispelled when he learns of the successes of the so-called "horror shows" in the theatres in small communities and in large city neighborhoods or grind-runs. How we may feel about the matter, whether we hate horror pictures or not, makes no difference. The fact of the matter is that entertainment so advertised lures the public to the box office in droves.

"The Mad Doctor" has been classified as a horror picture, and as such, looks like a money-maker for those exhibitors who will put their shoulder to the wheel and exploit it to the limit. However, there is a factor in connection with the picture that we believe should be mentioned here, and that is that if yours is a situation catering to a type of patronage which abhors horror pictures, you still can put this one over. It has an appeal for the women (incidentally, this angle can be worked in all situations, but it is especially practical here) because it deals with a psychoanalyst who treats neurotic women, and there are few of the female of the species who haven't gone to one of these doctors. We might mention, too, that the picture's excellent all around production treatment makes it suitable fare for the most critical patron and for the classes or the masses, whichever the case may be.

In discussing the selling angles, Robert Gillham, Paramount's advertising and exploitation director, stressed the film's appeal to women.

"If I could talk personally to every exhibitor," he said, "I would urge them to concentrate on sensational advertising. In Los Angeles we experimented with a 'double horror and thrill show' in which we combined another of our pictures, 'The Monster and the Girl', with 'The Mad Doctor'. Although both come under the 'horror' classification, each is so utterly different in treatment from the other that, together, they make not only a program of strong drawing power but also one of contrasting entertainment merits. The experiment was a complete success; in fact so conclusive, that we will urge exhibitors to adopt it in their own situations for maximum returns. In fact, we are preparing special ads on the combination. Its best recommendation is that it was tried and tested, with results exceeding our fondest expectations. Thus the exhibitor doesn't have to go on theory or conjecture in mapping out his campaign, for here is absolute proof of the best selling approach."

He then handed us a scrapbook which detailed the activities which marked the advertising and exploiting of the "double horror and thrill show" at the Paramount in Los Angeles. The engagement, incidentally, also marked the world premiere of "The Mad Doctor" and "The Monster and the Girl." Here are the most significant of the selling angles that were used:

Special Horror Edition of "The Daily News." Five thousand copies of the Horror Edition, the entire front page of which described the "horrible, mysterious murderer loose in the city," and featured thrill scenes from both pictures, were distributed throughout the entire city, at cafes, restaurants, bars, in cars at parking stations, street cars, drug stores, etc.

Gorilla and Girl Street Ballyhoo. "Sensational" most aptly describes this stunt, which featured a "horrible gorilla" dragging a girl clad only in a flimsy white negligee around the streets of Los Angeles, the girl screaming as the "gorilla" clawed her hair. Huge crowds of people followed the unusual pair.

L B Hair Oil Tieup. In a special tieup, special heralds were distributed warning the public to "use L B Hair Oil before you go to the Paramount Theatre or your hair will look like this (drawing of a man with his hair standing on end) after seeing the Spook Week show." Fanchonettes dressed as skeletons handled the distribution, which took place not only on the streets but also in drugstores and at all counters where L B Hair Oil is sold. (With perhaps a minor change or two, exhibitors can duplicate this tieup.)

Spook Parade in Downtown Area. Skeletons in groups of threes paraded throughout the city, wearing signs tieing in with the spook show. (*See cut at right.*)

Special Sound Truck Ballyhoo. A truck, with a 6-sheet on either side calling attention to the double horror show, literally covered the town, bellowing eerie spook and howling wind noises as it made its way along the streets.

Window Tieup on Ellen Drew. Utilizing stills from "The Mad Doctor" and display posters on the double bill, a tieup on Westmore make-up products was promoted from Woolworth's. The entire Broadway window was devoted to the display.

Special Spook Trailer. Selling the two features and the stage show as a unit, a special spook trailer was exhibited a week in advance of the world premiere. It was packed with sensational selling copy, and referred to the show as "the spookiest, spine-tingling, hair-raising program you've ever seen."

Posting. Special "Spook Week" six-sheet posters were strategically spotted throughout the city.

And there you have, in general, the Los Angeles campaign.

Some tried-and-proven ideas include distributing small vials of "smelling salts," (coarse ice cream salt with a few drops of ammonia) with a small card attached carrying the copy, "Smelling salts . . . just in case you can't stand the thrills in 'The Mad Doctor'."—Tieing up with a coffee distributor for the serving of coffee in the lobby to "quiet your nerves before and after seeing, etc."—Conducting a contest via the newspaper or the radio in which contestants tell of experiences similar to that of Ellen Drew in the picture or at least tell or write of their most "horrifying" experiences.—Placing a penny arcade "shock machine" in the lobby, with patrons requested to touch the handles if they want a shock and to see "The Mad Doctor" if they want a *real* shock.—Issuing "Fright Insurance" policies (as publicity gag) insuring patrons from being frightened or shocked to death.—Placing of a "guard" in the lobby armed with a rifle, pistols, sword and baseball, beside whom is a card with copy to the effect that he will escort timid patrons home.

The six-sheet is a honey for lobby or marquee cut-out purposes. Using one of the stills of Rathbone, a blowup of his eyes could be made for a sinister display, with green lights playing on it. Green lights, of course, should illuminate your theatre front at night.

Either alone, or combined with another feature, "The Mad Doctor" should do well for those exhibitors who back it with sensational exploitation.

Screenplay by Howard J. Green. Directed by Tim Whelan. Produced by George Arthur.



"Double Horror Show" Ads

Both Paramount's "The Mad Doctor" and "The Monster and the Girl" were played up in specially prepared ads which emphasized the chills, thrills, shudders awaiting those who saw the two pictures. Two of the ads are reproduced above. The week of the world premiere was set aside as "Spook Week."



Skeletons Parade Around Town

Three Fanchonettes appearing in the stage show at the Paramount in Los Angeles during the world premiere of Paramount's "The Mad Doctor," which was combined with that company's "The Monster and the Girl" as a "double horror and thrill show," attired themselves as skeletons and paraded the streets in groups of threes, as shown above.

Short Subject Reviews STR

Village in India *(Fair)*

Paramount (MO-3) Fascinating Journey No. 3 11 mins.

Though photographed in Technicolor, this subject showing village life in India is rather dull. Toward the end of the reel when a native village catches fire there is some excitement, but this is not sufficient to lift the subject out of the "fair" classification. It endeavors to catch something of rural life in India.

Waiting for Baby *(A Howl)*

Paramount (SO-2) Robert Benchley No. 2 11 mins.

The master comedian appears in his usual style in this one, in which he gives advice to expectant fathers. The subject is replete with laughs from beginning to end as Benchley, nervous as usual in such cases, waits through an entire day for the expected event, and when he least expects it, has a baby thrust into his arms with the information that it's his. Here is a short that can be used profitably to separate a couple of features, particularly if the preceding subject is dramatic. Leslie Roush directed.

Spotlight On Indo-China *(Timely and Interesting)*

20th-Fox (1105) Magic Carpet No. 5 10 mins.

Because it is besieged on one side by Japan for bases and on the other by Thailand for provinces said to have been taken from Thailand many years ago, French Indo-China is very much in the news these days, and that fact makes this subject of timely interest. It shows how two great civilizations have merged—China and India; the customs and occupations of the people; the mysterious Angkor-Wat, ruins of an old civilization; temple dancers going through their Hindustan gyrations, and many other interesting facts about this not-too-familiar French Far Eastern colony. Lowell Thomas' explanatory comments are in keeping with the timeliness of the subject, which was produced by Truman Talley. For your lobby board, cull newspaper headlines concerning Indo-China's plight and use them as the background for your billing. Special heralds might be made up in much the same manner, only on a smaller scale, of course.

Gene Krupa and Orch. *(For Jitterbugs)*

Paramount (AO-4) Headliner No. 4 11 mins.

The best known drummer in the business struts his stuff in this one which should make your theatre the mecca for the rug-cutters and the kids who like to "put it in the groove." There are four numbers, one hotter than the other. Krupa wields the drums in his usual expert manner. Irene Daye and Howard Delaney contribute vocal solos to the subject. Leslie Roush directed. Plug the picture through music stores using the covers of the sheet music of Krupa's tunes. Wherever there is a juke box, post a little notice of your showing.

Quiz Biz *(Entertaining)*

MGM (S-265) Pete Smith No. 5 9 mins.

Here's the fourth in Pete Smith's What's Your I.Q. series. Just so that you can possibly conduct a quiz of your own based on the same questions, we'll give them to you here. Correct answers are italicized. First, what is an onion? Is it a fruit, *species of lily* or a bulbous homo sapiens? Next comes the question of how to weigh a dog who won't get on the scale. This provides much of the comedy of the subject. Third question—How did the word sabotage originate. From a sixteenth century explorer named Henry Sabot, *a shoe* or an early Dutch name for gunpowder. Next question—What is a cheetah? Fifth question is what is a skink? Next comes a query on a pickle boat. Is it a torpedo boat, *a racing shell* or a dish containing pickles? Following this is a question on how many letters there are in the Chinese alphabet. 3012, *None* or 6¾. The question after that asks what is "syzygy"? The answer is an English word. Last question on the list also gets over some comedy. The query is "On which side of a lady should a gentleman walk?" The right answer is either side. It is up to the standard of the previous subjects in the series and should provide ten minutes of audience enjoyment. Will Jason directed.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning February 22)

CAPITOL — Beautiful Bali (MGM) rev. 12-7-40; Dreams (MGM) rev. 12-7-40; Feathers (Col.).

CRITERION—You, the People (MGM) rev. 1-4-41; Our Milky Way (Old King Cole Pictures).

GLOBE—Porky's Hired Hand (Vita.) rev. 12-28-40; Henry Busse and His Orchestra (Vita.) rev. 11-30-40.

PARAMOUNT—Western Daze (Para.) rev. 1-11-41; Seeing Is Believing (Para.) rev. 12-7-40.

RADIO CITY MUSIC HALL—Americans All (RKO-M of T) rev. 2-15-41.

RIALTO — Marine Round-up (Para.) rev. 12-7-40.

RIVOLI—Mr. Mouse Takes a Trip (RKO-Disney) rev. 11-16-40.

ROXY—Modern Highway (20th-Fox); Home Guard (20th-Fox); Caribbean Sentinel (20th-Fox).

STRAND—Take the Air (Vita.); Point, Setter, Point (Vita.); Elmer's Pet Rabbit (Vita.) rev. 12-28-40.

Whispers *(Excellent)*

MGM (K-282) Passing Parade No. 2 10 mins.

The harm that gossip can do is shown in this subject dealing with rumor. After a brief introduction it shows how a man who wanted to abolish slums is defeated in his purpose by gossip started maliciously by tenement owners. There is also a tip to theatremen in the subject in that part where a legitimate piece of gossip is started about a certain show to get people to attend it. This picture should be a good audience attraction in any town, but particularly in small towns where gossip runs rife. You should be able to enlist the cooperation of ministers. Basil Wrangell directed very ably.

More About Nostradamus *(Timely)*

MGM (M-234) Miniature No. 4 11 mins.

All theatres which played the first short about this well known prophet, "Nostradamus," will want to play this one as well, since it gives a prediction of the end of World War II. The subject opens up with a background of Nostradamus' career and his predictions, for the benefit of those who did not see the previous pictures. The subject shows some of his prophecies which have been fulfilled, including "A great war shall burst forth from fishes of steel. Machines of flying fire, lobsters, grasshoppers, mosquitoes. The mass attacks shall be repulsed in the woods, when no child in Germany shall obey any longer." This is regarded as an accurate prediction of the beginning, course and end of the First World War. References to Hitler and to other later developments are shown, and finally the future is scanned and a prediction made in Nostradamus' words: "At last the two leaders shall be disjointed by the hunt, by a humane rule of Anglican breed; the daughter of the English Isles shall reestablish justice, unity shall lock war within its bars." This can only be interpreted as a prediction that the U. S. will enter the War. Therefore, bill the subject heavily as a prediction of what will happen.

. . NEWSREEL SYNOPSES . .

(Released Wednesday, February 19)

PARAMOUNT (No. 50)—Patrol bombers take off for Britain; American pilots arrive home on British liner; Seattle airplane workers see bombers in flight; Hopkins back from Britain; "Veiled mothers" protest lend-lease bill; Windsors see tennis match; Ice boating at Mt. Clemens, Mich.; Frank Leahy new football coach at Notre Dame; New York A. C. games; Girls in wrestling match.

MOVIETONE (Vol. 23, No. 47)—Hopkins back from Britain; Winant new envoy to Britain; French regimental flags go into exile; Churchill inspects Portsmouth naval base; Young men enter U. S. Naval Reserve; Visiting day at Boeing Plant, Seattle; Basketball, Notre Dame vs. N.Y.U.; Porter's Cap wins Santa Anita Derby; Hoppe retains billiards crown; Wallace takes gym exercise; Fla. girls train baseball players.

NEWS OF THE DAY (Vol. 12, No. 245)—A day with U. S. trainees at Camp Dix; Inspect flying fortresses at Seattle; Summertime in Rio de Janeiro; Churchill inspects Portsmouth naval base; Hopkins back from Britain; Wallace in gym work-out; Rookies at Florida baseball school; Porter's Cap wins Santa Anita Derby (West Coast only).

PATHE (Vol. 12, No. 50)—Hopkins back from Britain; U. S. pilots ferry bombers to Britain; Naval reservists train at Annapolis; Dust storm sweeps through southwest; Wallace in gym work-out; Hoppe retains billiards crown; Girls in wrestling match; Porter's Cap wins Santa Anita Derby; New York A. C. games; Bobsledders at Lake Placid, N. Y.

UNIVERSAL (Vol. 13, No. 955)—Hopkins back from Britain; Bombers on flight over Seattle; Airplane workers see finished product; Naval reservists train at Annapolis; Wallace in gym work-out; Spring hat fashions; Basketball, Notre Dame vs. N.Y.U.; Porter's Cap wins Santa Anita Derby; Hoppe retains billiards crown.

(Released Saturday, February 22)

PARAMOUNT (No. 51)—Bombers for Britain at Seattle; Queen Elizabeth inspects U. S. gifts; Charity fair in the Bahamas; Haile Selassie returns to Ethiopia; Conference in Dominican Republic for war refugee solution; Brooklyn Dodgers in training at Havana; Roger Hornsby's baseball school at Hot Springs, Ark.; Billy Mathew wins motorcycle race at Daytona Beach.

MOVIETONE (Vol. 23, No. 48)—British in Libya; Haile Selassie returns to Ethiopia; British light boats for convoy duty; Willkie visits King George; Queen Elizabeth inspects U. S. gifts; Mystery blast wrecks Illinois factory; Underwater movies in Florida; Rodeo in Arizona; Fashions; Brooklyn Dodgers in training at Havana; Joe Di Maggio in training; Pacific Northwest ski meet; Ice boating in Wisconsin.

PATHE (Vol. 12, No. 51)—Queen Elizabeth inspects U. S. gifts; Destroyer launched at Charleston, S. C.; Air Corps studies captive balloons; U. S. Army studies camouflage methods in Florida and North Carolina; Gasparilla celebration at Tampa; Haile Selassie returns to Ethiopia; Trailer camp convention in Florida; Ice-curling game in Wisconsin; Underwater girls in Florida; Ski jumping at Lake Placid; Brooklyn Dodgers in training at Havana.

UNIVERSAL (Vol. 13, No. 956)—Haile Selassie returns to Ethiopia; Bombers for Britain in Seattle; Camouflage air shelters in Florida; Weigh U. S. coins in Philadelphia; Irish setter has 10 pups; Underwater girls in Florida; Gasparilla celebration at Tampa; Brooklyn Dodgers in training at Havana; Joe Di Maggio in training; Pancake eating contest at Humboldt, Ia.; Ice boating in Wisconsin; Northwest ski meet.

NEWS OF THE DAY (Vol. 12, No. 246)—Haile Selassie returns to Ethiopia; British warfare in Libya; Japanese flyers bomb China; British light boats for convoy duty; Queen Elizabeth inspects U. S. gifts; Navy pilots trained at Annapolis; Preview of Easter bonnets; Aquaplaning off Florida coast.

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

Despite the fact that Wesley Ruggles, Columbia producer-director, has not been able as yet to line up the stars for his forthcoming picture, "The Doctor's Husband," he is continuing preparations. Announcement of his choice should be made within the next week or two.

Edward H. Griffith will take a cast and crew of 200 out to the hills near Calabasas where exterior bombing scenes will be filmed for Paramount's "One Night In Lisbon." The cast of the picture is headed by Madeleine Carroll, Fred MacMurray, Patricia Morrison, Akim Tamiroff, Billie Burke and Billy Gilbert.

Marjorie Rambeau and Irene Rich have been cast as mothers in "Three Sons o' Guns," a picture about conscription which went into production at Warner Bros. last week. The three "Sons o' Guns" are Wayne Morris, William T. Orr and Tom Brown.

John Wayne has been assigned the male lead opposite Ona Munson in Republic's "Lady from New Orleans," which goes before the cameras in about two weeks.

"I Cover the Town" has been selected as the next starring vehicle for Frankie Darro, by Monogram producer Lindsley Parsons. The production is scheduled to start early next month, and Parsons is now lining up the supporting cast.

Tim Holt, star of RKO's "Robbers of the Range," refused to take time off from the production although he fractured two bones in his left foot and ankle. Holt is carrying-on with his foot in a plaster cast.

Ingrid Bergman checked in at the MGM lot to start her role, opposite Spencer Tracy, in "Dr. Jekyll and Mr. Hyde," which Victor Fleming is directing. Others in the cast include Lana Turner, Donald Crisp and Ian Hunter.

Marlene Dietrich will be co-starred with George Raft and Humphrey Bogart in "Hard to Get," Mark Hellinger's next associate producer chore at Warner Bros., with Raoul Walsh directing. This will be Miss Dietrich's first trip to the Burbank lot.

Richard Arlen finishes his Universal contract upon completion of his next film. Arlen has been with the studio for the past two years, co-starring with Andy Devine in a series of action pictures.

With the addition of Dudley Nichols, the writer list at 20th Century-Fox went to 46, the largest number the studio has had in its scripting department in many years. Nichols is working on the screenplay of "Swamp Water," from the Vereen Bell serial in the *Saturday Evening Post.*

As her first assignment under her Republic contract, Leni Lynn will have one of the leads in "Angels Without Wings." So far, Jane Frazee, Mary Lee, Lois Ranson and Marilyn Hare, have been set in the cast of the Al Cohen production.

Dinah Shores, popular vocalist on the Eddie Cantor radio program, is being tested for a term contract at 20th Century-Fox.

Sheila Darcy and Montie Montana have been added to the cast of "Tumbledown Ranch in Arizona," forthcoming Range Busters picture for Monogram. Ray Corrigan, John King and Max Terhune have the top roles.

With Clark Gable and Rosalind Russell heading the cast, MGM's "The Uniform," went before the cameras under the direction of Clarence Brown. Miss Russell was rushed into the cast at the last minute to replace Hedy Lamarr, who has found it necessary to take a rest.

Producer-Director Herbert Wilcox has signed Bruce Cameron and his Olympic Aces, acrobatic troupe, for scenes in RKO's "Sunny," Anna Neagle musical.

Edward H. Griffith has signed the Velasco dancers, Fredo and Mari, to do a specialty number in "One Night in Lisbon," which he is producing and directing for Paramount with Fred MacMurray and Madeleine Carroll in the top roles. The team will appear in a Lisbon night-club scene.

Universal's "Hit the Road," with Gladys George, Barton MacLane and the Dead End Kids, went before the cameras a few days ago under the direction of Joe May.



Director Mayo Smiles

We wonder whether Director Archie Mayo is smiling at Jack Oakie's get-up, or the way he's delivering his song for "The Great American Broadcast," currently before the cameras at 20th Century-Fox.



Mixing Scotch with Soda

Jimmy Stewart is a little Scotch from 'way back, so what is more natural than this shot of Paulette Goddard mixing him up with a little seltzer water. This was plenty of fun when George Marshall shot it for James Roosevelt's "Pot O' Gold," a forthcoming United Artists release.

Added Scenes for "Bad Man"

Although reading scripts for his next assignment, Richard Thorpe, MGM director, has called back the cast of "The Bad Man," for added scenes. The picture stars Wallace Beery and Lionel Barrymore and features Laraine Day and Ronald Reagan, and is the third in succession in which Thorpe has directed Beery.

Schunzel Moves Alps to California

Reinhold Schunzel has sent a camera crew to Lone Pine, California, to film the Alabama Hills with the snow capped High Sierra in the background. The shots will serve in place of the Alps for "New Wine," which he is directing for Gloria Productions, starring Ilona Massey and Alan Curtis. The picture is being produced for United Artists release.

Abbott-Costello in Two More

The surprise comedy team of the year, Bud Abbott and Lou Costello, have been set for "Ride 'em Cowboy" and "They're in the Navy Now," at Universal. The team is currently working in "Oh, Charlie," and recently completed "Buck Privates."

Denver Wants "Roundup" Premiere

Hundreds of letters have been received by Producer Harry Sherman asking him to hold the premiere of "The Roundup" in Denver, Colo. Reason for holding it there is that it's Don Wilson's home town.

Joan Woodbury In "Cheyenne"

Joan Woodbury plays the feminine lead in Republic's "In Old Cheyenne," which has Roy Rogers and George "Gabby" Hayes in the top roles. Joe Kane is associate producer and director.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Orchids to Bob Taplinger and his gang at Warner Bros. for the novel preview of "The Strawberry Blonde," with all the old fashioned trimmings of the gay nineties. Free lunch, free beer, free tintypes, and a free show were enjoyed by over 500 members of the press . . . followed by a swell picture. Entertainment at its best.

Visiting with Producer Paul Malvern and Director Howard Bretherton on the set of Monogram's "Sign of the Wolf," with publicity director Louis Lifton as our guide. We don't remember when we spent a more enjoyable hour.

Clarence Brown, MGM Director, has a problem on his hands deciding the ending of "The Uniform," based on the current draft. Brown's problem is whether to end the picture by sending the group off to war or to return them to civilian life, and show the change in them because of their year in camp. We bet they go back to their jobs.

With "Foreign Correspondent" and "The Long Voyage Home" tops on the hit list for 1940, it looks like Walter Wanger is going to keep the pace he set with these two. He has just signed Director Henry Hathaway and Producer Jack Moss, a team capable of turning out big hits. Looks like a swell setup from any angle.

Alberto Vila, South American find, and Signe Hasso, Swedish star, will be the romantic team in RKO's "Father Takes a Wife" . . . a unique combination of Latin and Scandinavian. Pity the poor director, Jack Hively.

William (Hopalong Cassidy) Boyd, and his charming wife, Grace Bradley, are all set for a two month tour of South America. We wonder if Bill will wear his "Hoppy" get-up, or if he will leave that part of showmanship to Gene Autry, who is also slated to visit our Latin neighbors before the end of the year. Hurry back, Bill.

What happened to all the exhibitor squawks about picture stars appearing on the radio. Have the boys forgotten, or do our old ears deceive us.

Big Cast for "Show Business"

Columbia has lined up a big cast for its forthcoming musical, "Show Business," which will be directed by Sidney Salkow under the production supervision of Irving Starr. Already announced for the feature are Rudy Vallee, Ann Miller, Glen Gray and his Casa Loma Orchestra, William Gargan, Allen Jenkins, Joan Merrill and the Three Stooges.

Frances Marion to Lesser

Frances Marion, one of Hollywood's most famous screen writers, was signed by Sol Lesser to do the film adaptation of the novel, "Strange Victory," which will be Lesser's next production for United Artists. The picture, to go into production in March, is scheduled to star Martha Scott. "Strange Victory" was written by Rose Franken and William Brown Meloney.

MGM Buys "Panama Hattie"; To Make It a Big Musical

The most popular musical show of the current New York season, "Panama Hattie," has been purchased by MGM for early picturization, under the production supervision of Arthur Freed.

The musical, written by Herbert Fields and B. G. DeSylva, will be given an all-star cast for its transference to the screen. Players include Ann Sothern, Shirley Temple, Eleanor Powell, Connie Russell, Rags Ragland and Red Skelton. Directorial assignment will be announced shortly.

The plot, set in the Canal Zone, deals with an engineer whose motherless daughter arrives on a visit from Philadelphia to find him in the midst of a romance with a torch singer. How the youngster goes about remodeling Hattie to her standards and how she finally gives approval to the union, makes for hilarious comedy moments.

Flynn for "Dive Bomber"

Errol Flynn will star in "Dive Bomber" for Warner Bros., on his return from Honolulu. Because of national interest in defense preparations, the story will take precedence over "They Died With Their Boots on," previously announced as Flynn's next. Michael Curtiz has been assigned to direct.

Derr Sets "Confession"

Producer E. B. Derr has assigned Stanley Wallace to write the screen treatment of "Confession," based on the famous play by James Halleck Reid, which he will film as his next for Producers Releasing Corp. Shooting starts April 15.

Prinz Concludes Para. Contract

Le Roy Prinz has concluded his contract at Paramount after eight years as dance director for the studio. Prinz is presently staging the musical numbers for Columbia's "Show Business," and will likely return to Paramount to do the dance numbers for "Aloma of the South Seas."

"Pioneers" Start Set Back

Starting date for Monogram's "The Pioneers," has been postponed to March 20. Producer Edward Finney will need additional time to complete preparations for this Tex Ritter "special."

Oakie Commuting

Jack Oakie is commuting between 20th Century-Fox and Warner Bros. At the Westwood studio, he is playing the role of an operatic tenor in "The Great American Broadcast," but all his free time is spent at the Burbank lot conferring on his co-starring role in "Navy Blues."

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Real Snow



Shooting "Sign of the Wolf" during a 5-inch snowfall at Big Bear, Calif. It's Jack London's story produced by Paul Malvern for Monogram release with Howard Bretherton directing. The cast includes Michael Whalen, Grace Bradley, Manton Moreland, Louise Beavers and Darryl Hickman.

HOLLYWOOD STUDIO ROUND-UP

For the third week in succession ten new pictures have been put before the cameras:

COLUMBIA

CHAIN GANG—Principals: Otto Kruger, Gloria Dickson, John Litel. Director, Charles Barton.

METRO-GOLDWYN-MAYER

THE UNIFORM—Principals: Clark Gable, Rosalind Russell. Director, Clarence Brown.

LADY BE GOOD — Principals: Eleanor Powell, Ann Sothern, Lionel Barrymore, Tony Martin, Robert Young. Director, Norman Z. McLeod.

PARAMOUNT

HOLD BACK THE DAWN—Principals: Charles Boyer, Olivia de Havilland, Paulette Goddard. Director, Mitchell Leisen.

LITTLE MISS MUFFETT — Principals: Anne Shirley, Richard Carlson, Richard Denning. Director, Robert Siodmak.

RKO-RADIO

TOM, DICK AND HARRY — Principals: Ginger Rogers, George Murphy, Alan Marshal, Burgess Meredith. Director, Garson Kanin.

MY LIFE WITH CAROLINE—Principals: Ronald Colman, Anna Lee, Charles Winninger. Director, Lewis Milestone.

REPUBLIC

TWO-GUN SHERIFF — Principals: Don "Red" Barry, Lynn Merrick. Producer-Director: George Sherman.

UNIVERSAL

HIT THE ROAD — Principals: Gladys George, Barton MacLane, Dead End Kids. Director, Joe May.

WARNER BROTHERS

NURSE'S SECRET—Principals: Lee Patrick, Regis Toomey. Director, Noel Smith.

Advance Dope

ELLERY QUEEN'S PENTHOUSE MYSTERY

Columbia **Mystery** **March 24**

Selling Names: Ralph Bellamy, Margaret Lindsay, Charley Grapewin, Anna May Wong, James Burke, Frank Albertson.
Director: James Hogan.
Producer: Larry Darmour.
Story Idea: Ralph Bellamy has to clear up the mystery of Noel Madison's death. He discovers that Madison, world traveller, had been commissioned by a group of men in China, to convey a fortune in jewels to the United States. Madison was killed by a man he discovered going through his belongings, and this man in turn was killed by Frank Albertson, supposed newspaper man, who had trailed Madison from China.
Catchline: "He found the convicting clue."

SIS HOPKINS

Republic **Comedy with Music** **Not Set**

Selling Names: Judy Canova, Bob Crosby, Charles Butterworth, Susan Hayward, Jerry Colonna.
Director: Joseph Santley.
Assoc. Producer: Robert North.
Story Idea: Judy Canova of the hillbilly country, comes to live with her uncle, Charles Butterworth and his socially ambitious wife, Katherine Alexander, and their selfish daughter, Susan Hayward. Judy is very unhappy in these surroundings, so Butterworth is persuaded to send her to college. There Susan plans to get rid of her because Judy has been given the part she was destined for in the school show. The school is ready to oust Judy, when Butterworth appears and straightens everything out.
Catchline: "Judy gets mixed up with high society."

Still Time to Enter Short Subjects Contest

That $100 in prizes is whipping up showmanship in behalf of short subject selling, and the STR Idea Contest is now certain to give a needed "lift" to the kind of exploitation the better featurettes deserve—and certainly will get when the well-rounded feature-and-shorts programs become more general.

The contest closes April 18th. That leaves time for many more entrants to bid for one of the 13 cash prizes offered by STR.

Complete rules of the contest will be published again in THE SHOW BUILDER section featuring shorts in next week's issue. Meantime, below, is a coupon such as is required under rules of the contest to accompany each letter of not more than 100 words telling how shorts can be sold to the theatregoing public.

YOU MAY WIN!

STR's short subject idea contest is open to all theatremen. Here's a coupon—use it with your suggested plan for selling shorts to the public. See issue of February 1st for rules and money prizes.

I am entering the SHOWMEN'S TRADE REVIEW Idea Contest with my letter enclosed.

Name.....
Theatre.....
Street Address.....
City..... State.....

NO HARD FEELINGS

Warner Brothers **Mystery** **Not Set**

Selling Names: William Lundigan, Nan Wynn, Ricardo Cortez, Regis Toomey.
Director: William McGann.
Assoc. Producer: William Jacobs.
Story Idea: William Lundigan, a reporter, is killing time in Ricardo Cortez's night club, when a big-time racketeer arrives and threatens Cortez's life. Later Cortez is arrested when Maris Wrixon is found murdered. Lundigan and Regis Toomey, a detective, start investigating Maris Wrixon, the girl Cortez was to marry. Through this lead they discover that Maris and Don Douglas, her supposed brother are the guilty parties.
Catchline: "Her's was the final decision."

SIGN OF THE WOLF

Monogram **Drama** **Not Set**

Selling Names: Michael Whalen, Grace Bradley, Darryl Hickman, Mantan Moreland.
Director: Howard Bretherton.
Producer: Paul Malvern.
Story Idea: Grace Bradley owns two Shepherd dogs, Smoky and Shadow. Enroute home to Canada, their plane crashes in a snowstorm and Smoky escapes. Shadow saves Grace's life by bringing Michael Whalen, owner of a fur camp, to her assistance. In the meantime Smoky has been found by a couple of highjackers of fox furs and they have trained him to steal pelts. Shadow catches Smoky's scent when he comes to steal from Whalen, and leads Whalen to the highjackers' camp.
Catchline: "A dumb animal outsmarts a crooked human."

THEY DARE NOT LOVE

Columbia **Drama** **Not Set**

Selling Names: George Brent, Martha Scott, Paul Lukas, Egon Brecher.
Director: James Whale.
Producer: Sam Bischoff.
Story Idea: George Brent, heir apparent to the throne of Austria, is forced to flee his country. He stops to say good-bye to his old friends, Egon Brecher, his daughter, Martha Scott and her fiance. The Brown Shirts arrive and they are forced to flee. In America Brent is besieged by society folk, so Martha and her father go out of his life. When Martha learns that her fiance has tricked Brent into surrendering himself to Germany, she follows him, tells him the truth and they both find happiness together on English soil.
Catchline: "His was a strange kind of love."

OH, CHARLIE

Universal **Comedy-Mystery** **May 30**

Selling Names: Bud Abbott, Lou Costello, Richard Carlson, Evelyn Ankers, Joan Davis.
Director: Arthur Lubin.
Assoc. Producer: Burt Kelly.
Story Idea: Bud Abbott and Lou Costello are forced to drive a dying gangster's car, as he flees from the police . . . thus they find themselves heirs to an old haunted tavern. Enroute to claim their inheritance, they meet Richard Carlson, a doctor, Evelyn Ankers and Joan Davis. At the tavern, these three are stranded when the driver of their car makes off with their baggage. The entire party are exploring the spooky place, when rival gangsters appear. Carlson helps the boys subdue the crooks until the police arrive.
Catchline: "Bad boy comics meets a real bad boy."



Display in Dallas Store Window

This exotic and attractive display was promoted in the window of the A. H. Harris Store in Dallas, Texas, in connection with the campaign staged for Alexander Korda's United Artists release, "The Thief of Bagdad," by Manager Walter Henshel and Publicity Chief Walter Thompson.

In The Editor's Mail Bag

Editor, SHOWMEN'S TRADE REVIEW

We have been bombed, blasted and "blitzed" but they can't bump us off!

You have no doubt seen the interesting little picture "London Can Take It," which I understand has created a lot of interest in your country. It may also interest you to know that through our organization here every theatre in this country which is open has shown that film, together with quite a number of others of a somewhat similar nature. In fact, we are sending out every week a five-minute film to every theatre in the country.

We have personally been very fortunate so far. Our building is intact; has not been touched—not even a pane of glass broken, in spite of the fact that a few weeks ago "Jerry" dropped one of his big "pills" in our immediate vicinity, and we have had a first-class crater on show, little more than a stone's throw from where I sit dictating this letter.

We have seen many thrills which have been created in Hollywood and other film studios on the screen, but I don't think any of them could possibly be more stirring than some of the actual experiences during the past four months.

Hitler's gangsters seem to think that included among military objectives are picture houses, churches and old historic buildings. It is either that, or they are damned bad shots and just drop them anywhere and run before some of our boys get on their tails, because if any of our boys are in the vicinity many of them don't get the opportunity of making out a report to say what damage they have done.

Believe me, if you people in the States would only supply us with some real first-class machines in quantities like you have already sent us, then you needn't worry—our boys will do the rest. Maybe I am a little prejudiced in this direction. You see, I happen to have two sons in the Air Force, but I know from my own personal observation how well these boys are being trained, how good they are, and, what is more important than anything almost, they are cool, fearless, and are just wonderful.

P. KIMBERLEY,
Managing Director,
National Screen Service, London.

A Reminder for Thee

Dost thou love life? Then do not squander time, for that is the stuff life is made of.—Benjamin Franklin.

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE; b—BOX OFFICE SLANT.
Initial Before Release Indicates Audience Suitability: (F) Family. (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars		Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel			Reissued
Crooked Circle (C)	70	Zasu Pitts-Jimmy Gleason	(F)	9/15/40	Reissued
Everything Is Rhythm (Mu)	60	Harry Roy & Band		7/22/39	Not Rev.
Framed for Murder (D)		Wallace Ford-Fuzzy Knight		2/10/41	Not Rev.
Hell's Angels (D)	100	Lyon-Harlow-Hall		1/10/40	Reissued
Hell's Crossroads (D)		Tom Keene-John Qualen	(A)	8/2/40	Reissued
(Former title "Our Daily Bread")					
Monster Walks (My-D)	60	Mischa Auer		7/6/40	Reissued
Murder at the Baskervilles		Arthur Wontner		10/15/40	Not Rev.
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak			Reissued
Sky Devils (C-D)	88	Spencer Tracy		9/1/40	Reissued
Tumbleweeds (W)	86	William S. Hart		5/1/39	Reissued
U-67 (D)	60	Alan Hale-Claude Allister		8/1/39	Reissued
Vengeance of the Deep (D)	70	Lloyd Hughes	(F)	2/15/40	b3/2/40

COLUMBIA

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Angels Over Broadway (D)	79	Doug. Fairbanks, Jr.-R. Hayworth	(A)	9/30/40	b10/12/40
Babies for Sale (D)	64	Rochelle Hudson-Glenn Ford	(A)	5/16/40	b5/18/40
Before I Hang (D)	63	Boris Karloff-Evelyn Keyes	(F)	9/17/40	b10/12/40
Behind the Maginot Line (D)	82	Rex Harrison-Karen Verne	(F)	4/30/40	b10/21/39
(Reviewed as "Ten Days in Paris")					
Blazing Six Shooters (W)	61	Charles Starrett-Iris Meredith	(F)	4/4/40	b3/16/40
Blondie Has Servant Trouble (C)	69	Penny Singleton-Arthur Lake	(F)	7/25/40	b7/27/40
Bullets for Rustlers (W)	58	Charles Starrett-Lorna Gray		3/5/40	a11/25/39
Doctor Takes a Wife (C)	88	Loretta Young-Ray Milland	(A)	4/25/40	b4/27/40
Five Little Peppers in Trouble (D)	64	Edith Fellows-Tommy Bond	(F)	9/1/40	b1/18/41
Girls of the Road (D)	61	Ann Dvorak-Helen Mack-L. Lane	(A)	6/20/40	b7/27/40
Glamour for Sale (D)	59	Anita Louise-Roger Pryor	(A)	9/27/40	b11/9/40
He Stayed for Breakfast (C)	89	Loretta Young-Melvyn Douglas	(A)	8/22/40	b8/10/40
Howards of Virginia (H-D)	117	Cary Grant-Martha Scott-Carlson	(F)	9/19/40	b8/31/40
I Married Adventure	78	Travelogue Feature	(F)	7/24/40	b8/3/40
Island of Doomed Men (D)	67	Peter Lorre-Rochelle Hudson	(A)	5/20/40	b6/8/40
Lady in Question (D)	81	Brian Aherne-Rita Hayworth	(A)	8/7/40	b8/10/40
Lone Wolf Meets a Lady (My)	71	Warren William-Jean Muir	(F)	5/30/40	b5/18/40
Mad Men of Europe (D)	72	Edmund Gwenn-Mary Maguire	(F)	6/3/40	b5/25/40
Man from Tumbleweeds (W)	59	Bill Elliott-Iris Meredith		5/2/40	a5/25/40
Man with Nine Lives (D)	73	Boris Karloff-Jo Ann Sayers	(A)	4/18/40	b4/20/40
Men Without Souls (D)	62	John Litel-Rochelle Hudson	(A)	3/14/40	b5/18/40
Military Academy (D)	66	Tommy Kelly-Bobby Jordan	(F)	7/18/40	b7/20/40
Outside the 3-Mile Limit (D)	65	Jack Holt-Irene Ware	(F)	3/7/40	b2/17/40
Out West with the Peppers (D)	62	Edith Fellows-Dorothy Peterson	(F)	6/30/40	b7/20/40
Passport to Alcatraz (D)	60	Jack Holt-Cecelia Callejo	(A)	6/6/40	b5/25/40
Return of Wild Bill (W)	60	Bill Elliott-Iris Meredith	(F)	6/27/40	b7/13/40
Secret Seven (D)	62	Bruce Bennett-Florence Rice	(F)	8/15/40	b8/17/40
Texas Stagecoach (W)	59	Chas. Starrett-Iris Meredith	(F)	5/23/40	b3/30/40
Too Many Husbands (C)	84	Arthur-MacMurray-Douglas	(A)	3/21/40	b3/9/40
Twenty-one Days Together (D)	72	Vivien Leigh-Laurence Olivier	(A)	5/16/40	b4/6/40
(Reviewed as "Three Weeks Together")					

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Across the Sierras (W)	58	Bill Elliott-Luana Walters		2/13/41	a11/16/40
Adam Had Four Sons (D)	80	Warner Baxter-Ingrid Bergman	(A)	2/18/41	b2/22/41
Arizona (D)	128	Jean Arthur-Holden-William	(A)	12/25/40	b11/23/40
Beyond the Sacramento (W)	57	Bill Elliott-Evelyn Keyes		11/14/40	a9/14/40
(Former title "Ghost Guns")					
Blondie Plays Cupid (C)	68	Penny Singleton-Arthur Lake	(F)	10/31/40	b11/2/40
Devil Commands (D)	65	Boris Karloff-Amanda Duff	(A)	2/3/41	b2/8/41
Durango Kid (W)	60	Chas. Starrett-Luana Walters	(F)	8/15/40	b8/31/40
Ellery Queen, Master Detective (My-D)	68	Ralph Bellamy-Margaret Lindsay	(F)	11/30/40	b11/30/40
Escape to Glory (C-D)	74	Constance Bennett-Pat O'Brien	(A)	11/28/40	b11/23/40
Face Behind the Mask (D)	69	Peter Lorre-Evelyn Keyes	(A)	1/16/41	b2/15/41
Fugitive from a Prison Camp (D)	59	Jack Holt-Marian Marsh	(F)	9/5/40	b8/10/40
Girls Under 21	64	Paul Kelly-Rochelle Hudson	(F)	10/24/40	b11/16/40
Great Plane Robbery (D)	53	Jack Holt-Vicki Lester	(A)	12/9/40	b11/23/40
Lone Wolf Keeps a Date (C-D)	64	Warren William-Frances Robinson	(A)	11/23/40	b11/23/40
Meet Boston Blackie (D)	69	Chester Morris-Rochelle Hudson		2/20/41	a1/11/41
(Former title "Return of Boston Blackie")					
Nobody's Children (D)	65	Edith Fellows-Lois Wilson	(F)	10/17/40	b1/25/41
Phantom Submarine (D)	70	Anita Louise-Bruce Bennett	(F)	12/20/40	b2/22/41
Pinto Kid (W)	61	Charles Starrett-Louise Currie		1/9/41	a7/13/40
Prairie Schooners (W)	58	Bill Elliott-Evelyn Young	(F)	9/30/40	b11/9/40
So You Won't Talk? (C)	69	Jne E. Brown-Frances Robinson	(F)	10/3/40	b9/28/40
This Thing Called Love (C)	95	Melvyn Douglas-Rosalind Russell	(A)	1/2/41	b12/28/40
Thundering Frontier (W)	57	Charles Starrett-Iris Meredith	(F)	12/5/40	b9/21/40
West of Abilene (W)	58	Charles Starrett-Marjorie Cooley	(F)	10/21/40	b7/20/40
Wildcat of Tucson (W)	59	Bill Elliott-Evelyn Young		12/31/40	a10/26/40

Coming 1940-41

Title	Stars		Rel. Date	See Issue of
Blondie Goes Latin (C)	Penny Singleton-Arthur Lake		2/27/41	a12/14/40
Chain Gang	Otto Kruger-Gloria Dickson			In Prod.
Ellery Queen's Penthouse Mystery (My)	Ralph Bellamy-Margaret Lindsay		3/24/41	a2/22/41
Fight for Life (Doc)	Myron McCormick-Storrs Haynes	(A)		b6/22/40
Girl's Best Friend Is Wall Street	Franchot Tone-Joan Bennett			In Prod.
Great Swindle (D)	Jack Holt-Marjorie Reynolds			a6/29/40
(Former title "Tampered Evidence")				
Her First Beau	Jane Withers-Jackie Cooper			In Prod.
Lone Wolf Takes a Chance (My)	Warren William-June Storey		3/6/41	a1/11/41
Missing Ten Days (D)	Rex Harrison-Karen Verne	(F)	2/28/41	b10/21/39
(Reviewed as "Ten Days In Paris")				
North From the Lone Star (W)	Bill Elliott-Dorothy Fay		3/31/41	In Prod.
Outlaws of the Panhandle (W)	Chas. Starrett-Frances Robinson		2/27/41	a8/31/40
Penny Serenade (C)	Irene Dunne-Cary Grant		3/13/41	a12/21/40
Senate Page Boys	Herbert Marshall-Virginia Bruce			In Prod.
They Dare Not Love (D)	Martha Scott-George Brent			a2/22/41
Under Age	Nan Grey-Alan Baxter-Tom Neal			In Prod.

DISNEY

Title	Mins.	Stars		Rel. Date	See Issue of
Fantasia (FA)	150	Technicolor Cartoon	(F)		b11/16/40

MGM

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
And One Was Beautiful (D)	70	Jean Muir-Robert Cummings	(A)	4/5/40	b4/6/40
Andy Hardy Meets Debutante (C)	86	Mickey Rooney-Lewis Stone	(F)	7/5/40	b7/6/40
Boom Town (D)	120	Gable-Tracy-Lamarr-Colbert	(A)	8/30/40	b8/10/40
Captain Is a Lady (C)	65	Coburn-Billie Burke-B. Bondi	(F)	6/21/40	b6/29/40
Dr. Kildare's Strange Case (D)	76	Lionel Barrymore-Lew Ayres	(F)	4/12/40	b4/6/40
Edison the Man (D)	107	Spencer Tracy-Rita Johnson	(F)	5/10/40	b5/25/40
Florian (D)	93	Robert Young-Helen Gilbert	(F)	3/29/40	b3/30/40
Forty Little Mothers (C)	90	Eddie Cantor-Rita Johnson	(F)	4/26/40	b4/20/40
Ghost Comes Home (C)	78	Frank Morgan-Billie Burke	(F)	3/8/40	b3/2/40
Golden Fleecing (C-D)	70	Rita Johnson-Lew Ayres	(F)	8/16/40	b8/24/40
Gold Rush Maisie (C)	82	Ann Sothern-Lee Bowman	(F)	7/26/40	b8/3/40
I Love You Again (C)	99	Wm. Powell-Myrna Loy	(A)	8/9/40	b8/10/40
Mortal Storm (D)	100	Margaret Sullavan-Jas. Stewart	(F)	6/14/40	b6/15/40
New Moon (D)	102	Jeanette MacDonald-Nelson Eddy	(F)	6/28/40	b6/15/40
Phantom Raiders (My)	70	Walter Pidgeon-Florence Rice	(F)	5/31/40	b6/1/40
Pride and Prejudice (C-D)	117	Greer Garson-L. Olivier	(F)	8/2/40	b7/13/40
Sporting Blood (D)	82	R. Young-M. O'Sullivan-L. Stone	(F)	7/12/40	b7/13/40
Strange Cargo (D)	113	Gable-Crawford-Hunter	(A)	3/1/40	b3/2/40

MGM

Current 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Susan and God (D)	117	Joan Crawford-Fredric March	(A)	6/7/40	b6/8/40
20 Mule Team (D)	84	Wallace Beery-Leo Carrillo	(F)	5/3/40	b5/4/40
Two Girls on Boadway (Mu-D)	73	Turner-Murphy-Blondell	(F)	4/19/40	b4/27/40
Waterloo Bridge (D)	10?	Vivien Leigh-Robert Taylor	(A)	5/17/40	b5/18/40
We Who Are Young (D)	78	Lana Turner-John Shelton	(A)	7/19/40	b7/20/40
Young Tom Edison (D)	84	Mickey Rooney-Virginia Weidler	(F)	3/15/40	b2/17/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Andy Hardy's Private Secretary (C)	101	Mickey Rooney-Lewis Stone	(F)	2/21/41	b2/22/41
Bittersweet (Tech.) (Mu)	94	Jeanette MacDonald-Nelson Eddy	(F)	11/8/40	b11/16/40
Blonde Inspiration (C)	72	Shelton-Grey-Dekker-Nolan	(F)	2/7/41	b2/8/41
Come Live With Me (C-D)	85	James Stewart-Hedy Lamarr	(A)	1/31/41	b1/25/41
Comrade X (C)	88	Clark Gable-Hedy Lamarr	(A)	12/13/40	b12/7/40
Dr. Kildare Goes Home (D)	80	Barrymore-Ayres-Day	(F)	9/6/40	b9/7/40
Dr. Kildare's Crisis (D)	74	L. Barrymore-Ayres-Rob't Young	(F)	11/29/40	b12/7/40
Duley (C)	73	A. Sothern-Ian Hunter-B. Burke	(F)	10/4/40	b10/5/40
Escape (D)	104	Norma Shearer-Robert Taylor	(A)	11/1/40	b11/2/40
Flight Command (D)	115	Robt. Taylor-Ruth Hussey	(F)	1/3/41	b12/21/40
Gallant Sons (My-D)	76	Jackie Cooper-Gene Reynolds	(F)	11/15/40	b11/16/40
Gone With the Wind (D)	228	Gable-Leigh-Howard (Tech.)	(F)	1/17/41	b12/16/39
Go West (C)	82	Marx Brothers	(F)	12/6/40	b12/14/40
Haunted Honeymoon (C-D)	82	Robt. Montgomery-C. Cummings	(A)	9/20/40	b8/31/40
Hullabaloo (C)	77	Frank Morgan-Billie Burke	(F)	10/25/40	b11/2/40
Keeping Company (D)	78	John Shelton-Ann Rutherford	(F)	12/20/40	b1/4/41
Land of Liberty (Doc)	98	Special Subject	(F)	1/24/41	b1/11/41
Little Nellie Kelly (Mu-C)	98	Judy Garland-Geo. Murnhy	(F)	11/22/40	b11/16/40
Maisie Was a Lady (C)	79	Ann Sothern-Maureen O'Sullivan	(A)	1/10/41	b1/11/41
Philadelphia Story (C)	110	Katharine Hepburn-James Stewart	(A)	1/17/41	b11/30/40
Sky Murder (My)	72	Walter Pidgeon-Donald Meek	(F)	9/27/40	b9/28/40
Strike up the Band (Mu-C)	120	Mickey Rooney-Judy Garland	(F)	9/27/40	b9/21/40
Third Finger, Left Hand (C)	96	Myrna Loy-Melvyn Douglas	(A)	10/11/40	b10/12/40
Trial of Mary Dugan (My-D)	90	Laraine Day-Robert Young	(F)	2/14/41	b2/15/41
Wild Man of Borneo (C)	78	Frank Morgan-Billie Burke	(F)	1/24/41	b2/1/41
Wyoming (C-D)	87	Wallace Beery-Marjorie Main	(A)	9/13/40	b9/14/40

Coming 1940-41

Title	Stars		Rel. Date	See Issue of
Bad Man (D)	Wallace Beery-Lionel Barrymore		3/28/41	a1/25/41
Billy the Kid (Tech.) (D)	Rob't Taylor-Maureen O'Sullivan			a2/1/41
Blossoms in the Dust (Tech.)	Greer Garson-Walter Pidgeon			In Prod.
Dr. Jekyll and Mr. Hyde (D)	Spencer Tracy-Ingrid Bergman			In Prod.
Free and Easy (C)	Ruth Hussey-Robert Cummings		2/28/41	a2/1/41
Lady Be Good (Mu)	Eleanor Powell-Ann Sothern			In Prod.
Love Crazy (C)	Wm. Powell-Myrna Loy-Fay Bainter			In Prod.
Men of Boys Town (D)	Spencer Tracy-Mickey Rooney			a1/18/41
Penalty, The (D)	Lionel Barrymore-Edw. Arnold		3/14/41	In Prod.
Rage in Heaven (My)	Rob't Montgomery-Ingrid Bergman		3/7/41	a1/25/41
Uniform, The	Clark Gable-Rosalind Russell			In Prod.
Woman's Face	Joan Crawford-Melvyn Douglas			In Prod.
Ziegfeld Girl (Mu)	Stewart-Garland-Lamarr-Martin		3/21/41	a1/18/41

MONOGRAM

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Arizona Frontier (W)	55	Tex Ritter-Evelyn Finley	(F)	8/19/40	b8/31/40
Boys of the City (C-D)	63	East Side Kids	(F)	7/15/40	b7/20/40
Covered Wagon Trails (W)	52	Jack Randall	(F)	4/10/40	b5/11/40
Cowboy from Sundown (W)	58	Tex Ritter	(F)	5/9/40	b5/11/40
Doomed to Die (My)	67	Boris Karloff-Marjorie Reynolds	(F)	8/5/40	b8/3/40
Golden Trail (W)	52	Tex Ritter	(F)	7/3/40	b7/6/40
Haunted House (D)	70	Marcia Mae Jones-Jackie Moran	(F)	7/22/40	b7/20/40
Human Monster (D)	73	Bela Lugosi	(F)	3/9/40	b3/9/40
Kid From Santa Fe (W)		Jack Randall		5/23/40	a4/27/40
Land of the Six Guns (W)	54	Jack Randall-Louise Stanley	(F)	5/2/40	b6/29/40
Last Alarm (D)	61	Warren Hull-Polly Ann Young	(F)	6/25/40	b7/6/40
Laughing at Danger (D)	62	Frankie Darro-Joy Hodges	(F)	8/12/40	b8/3/40
Midnight Limited (D)	61	John King-Marjorie Reynolds	(F)	3/20/40	b3/23/40
Missing People	68	Will Fyffe-Kay Walsh	(F)	8/19/40	b11/9/40
Mysterious Mr. Reeder	63	Will Fyffe	(A)	4/30/40	b5/11/40
On the Spot (D)	61	Frankie Darro-Mary Kornman	(F)	6/11/40	b6/8/40
Pals of the Silver Sage (W)	52	Tex Ritter-Sugar Dawn	(F)	4/20/40	b5/4/40
Queen of the Yukon (D)	73	Chas. Bickford-Irene Rich	(F)	8/26/40	b9/14/40
Rainbow Over the Range (W)	59	Tex Ritter-Dorothy Fay	(F)	7/29/40	b8/3/40
Riders From Nowhere (W)	45	Jack Randall-Margaret Roach		6/6/40	a4/27/40
Rhythm of the Rio Grande (W)	53	Tex Ritter-Susan Dale	(F)	3/2/40	b4/27/40
Sky Bandits		James Newill		4/15/40	a3/16/40
(Former title "Phantom Pilot")					
Son of the Navy (D)	72	James Dunn-Jean Parker	(F)	3/30/40	b4/6/40
Tomboy (D)	70	Marcia Mae Jones-Jackie Moran	(F)	4/20/40	b4/27/40
Up In the Air (My-D)	61	Frankie Darro-Marjorie Reynolds	(F)	9/9/40	b9/14/40
Who Is Guilty? (D)	60	Ben Lyon	(F)	9/2/40	b9/7/40
Wild Horse Range (W)	53	Jack Randall	(F)	6/25/40	b6/22/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Ape, The (D)	62	Boris Karloff	(F)	9/30/40	b10/26/40
Chamber of Horrors (D)	83	Leslie Banks-Gina Malo	(A)	12/20/40	b6/29/40
Dead Man's Shoes (My)		Leslie Banks-Wilfred Lawson		1/15/41	Not Rev.
Drums of the Desert (D)	64	Ralph Byrd-Lorna Grey	(F)	10/7/40	b10/12/40
Her First Romance (C-D)	77	Edith Fellows-Wilbur Evans	(F)	12/25/40	b12/28/40
Ol' Swimmin' Hole (D)	78	Marcia Mae Jones-J. Moran	(F)	10/21/40	b10/26/40
Orphans of the North (T)		Adventure film		7/29/40	Not Rev.
Outsider (D)	91	Geo. Saunders-Mary Maguire	(F)	9/15/40	b3/23/40
Phantom of Chinatown (My)	62	Keye Luke-Lotus Long	(F)	11/11/40	b11/23/40
Pride of the Bowery	63	Leo Gorcey-Bobby Jordan	(F)	12/15/40	b1/25/41
Range Busters (W)	56	Ray Corrigan-Max Terhune	(F)	8/22/40	b9/14/40
Ridin' The Cherokee Trail (W)	60	Tex Ritter-Slim Andrews	(F)	2/25/41	b2/22/41
Rollin' Home to Texas (W)	63	Tex Ritter-Slim Andrews	(F)	12/30/40	b2/1/41
Take Me Back to Oklahoma (W)	64	Tex Ritter-Terry Walker	(F)	11/11/40	b11/30/40
That Gang of Mine (D)	62	Bobby Jordan-Leo Gorcey	(F)	9/23/40	b10/5/40
Trailin' Double Trouble (W)	58	Ray Corrigan-John King	(F)	10/7/40	b10/19/40
Trail of the Silver Spurs (W)		Corrigan-King-Terhune		1/5/41	a12/7/40
West of Pinto Basin (W)	56	Corrigan-King-Terhune	(F)	11/14/40	b12/7/40
You're Out of Luck (D)	62	Darro-Moreland	(F)	1/20/41	b1/18/41

Coming 1940-41

Title	Stars		Rel. Date	See Issue of
Flying Wild (D)	East Side Kids-Joan Barclay		3/10/41	a2/15/41
(Former title "Air Devils")				
Kid's Last Ride (W)	John King-Ray Corrigan			a1/11/41
(Former title "Prairie Schooldays")				
Sign of the Wolf (D)	Grace Bradley-Louise Beavers		3/15/41	a2/22/41

PARAMOUNT

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Adventure in Diamonds (D)	72	Isa Miranda-George Brent	(A)	4/5/40	b1/27/40
Biscuit Eater (D)	79	Billie Lee-Cordell Hickman	(F)	5/24/40	b4/13/40
Buck Benny Rides Again (C)	85	Jack Benny-Virginia Dale	(F)	5/3/40	b4/13/40
Comin' Round the Mountain (C)	72	Bob Burns-Una Merkel	(F)	8/16/40	b8/17/40
Dr. Cyclops (Tech.) (D)	75	Albert Dekker-Janice Logan	(A)	4/12/40	b3/9/40
Farmer's Daughter (C)	60	Martha Raye-Charlie Ruggles	(F)	3/29/40	b2/17/40
French Without Tears (C)	85	Ray Milland-Ellen Drew	(A)	4/26/40	b11/11/39
Ghost Breakers (My-D)	78	Bob Hope-Paulette Goddard	(F)	6/21/40	b6/8/40
Golden Gloves (D)	68	Jean Cagney-Robert Ryan	(A)	8/2/40	b8/3/40
Great McGinty (D)	85	Brian Donlevy-Akim Tamiroff	(A)	8/23/40	b7/27/40
Hidden Gold (W)	61	Wm. Boyd-Russell Hayden	(F)	6/7/40	b5/18/40
Light of the Western Stars (W)	65	Jory-Hayden-Sayers	(F)	4/19/40	b4/27/40
Mystery Sea Raider (D)	77	Henry Wilcoxon-Carole Landis	(F)	8/9/40	b8/10/40
North West Mounted Police (D)	126	Cooper-Carroll-Goddard (Tech.)	(F)	12/27/40	b10/26/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

PARAMOUNT

Current 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Opened by Mistake (C)	67	Charles Ruggles-Robert Paige	(F)	5/10/40	b5/11/40
Queen of the Mob (D)	66	Jean Cagney-Richard Denning	(A)	6/28/40	b6/29/40
Road to Singapore (C)	85	B. Crosby-D. Lamour-B. Hope	(F)	3/22/40	b2/24/40
Safari (D)	86	Madeleine Carroll-Fairbanks, Jr.	(F)	6/14/40	b6/8/40
Seventeen (C-D)	75	Jackie Cooper-Betty Field	(F)	3/1/40	b2/24/40
Showdown (W)	63	Wm. Boyd-J. Clayton-Hayden	(F)	3/8/40	b3/2/40
Stagecoach War (W)	61	Wm. Boyd-Russell Hayden	(F)	7/12/40	b7/6/40
Those Were the Days (C)	75	Wm. Holden-Bonita Granville	(F)	5/31/40	b5/25/40
Typhoon (Tech.) (D)	71	Dorothy Lamour-Robert Preston	(F)	5/17/40	b5/4/40
Untamed (D) (Tech.)	82	Milland-Tamiroff-Morison	(A)	7/26/40	b6/29/40
Way of All Flesh (D)	84	Akim Tamiroff-William Henry	(A)	7/5/40	b6/1/40
Women Without Names (D)	63	Ellen Drew-Robt. Paige	(F)	3/15/40	b2/24/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Arise, My Love (D)	110	Claudette Colbert-Ray Milland	(A)	11/8/40	b10/19/40
Cherokee Strip (W)	86	Richard Dix-William Henry	(F)	10/11/40	b10/5/40
Christmas in July (D)	68	Dick Powell-Ellen Drew	(F)	10/25/40	b9/21/40
Dancing on a Dime (Mu-C)	73	Grace MacDonald-Robt. Paige	(F)	11/1/40	b10/12/40
Doomed Caravan (W)	60	Bill Boyd-Russell Hayden	(F)	1/10/41	b1/11/41
I Want a Divorce (D)	94	Dick Powell-Joan Blondell	(A)	9/20/40	b9/7/40
Life With Henry (C)	80	Jackie Cooper-Leila Ernst	(F)	1/24/41	b1/18/41
Love Thy Neighbor (C)	82	Jack Benny-Fred Allen	(F)	12/27/40	b12/21/40
Mad Doctor (D)	90	Basil Rathbone-Ellen Drew	(F)	2/14/41	b2/15/41
Moon Over Burma (D)	82	D. Lamour-R. Preston-P. Foster	(A)	10/18/40	b10/19/40
Night at Earl Carroll's (My)	70	J. Carrol Naish-E. Carroll Girls	(F)	12/6/40	b11/23/40
Quarterback (C-D)	72	Wayne Morris-Virginia Dale	(F)	10/4/40	b10/5/40
Rangers of Fortune (D)	80	MacMurray-Morison-Dekker	(F)	9/27/40	b9/14/40
Rhythm on the River (Mu)	90	Bing Crosby-Mary Martin	(F)	9/6/40	b8/24/40
Second Chorus (Mu)	88	Fred Astaire-Paulette Goddard	(F)	1/3/41	b11/30/40
Texas Rangers Ride Again (W)	67	J. Howard-Ellen Drew-M. Robson	(F)	12/13/40	b11/9/40
Three Men From Texas (W)	75	William Boyd-Russell Hayden	(F)	11/15/40	b9/14/40
Victory (D)	79	Fredric March-Betty Field	(A)	1/17/41	b12/21/40
Virginia (Tech.) (D)	108	Madeleine Carroll-F. MacMurray	(F)	2/21/41	b1/18/41
World in Flames (Doc)	60	Newsreel Compilation	(A)	10/25/40	b10/19/40
You're the One (Mu)	81	Orrin Tucker-Bonnie Baker	(F)	2/7/41	b2/8/41

Coming 1940-41

Title	Stars			See Issue of
Border Vigilantes (W)	Bill Boyd-Russell Hayden		4/4/41	a1/11/41
Caught in the Draft (C)	Bob Hope-Dorothy Lamour		5/30/41	In Prod.
Hard Boiled Canary	Allan Jones-Susanna Foster		3/7/41	a8/10/40
	(Former title "There's Magic in Music")			
Hold Back the Dawn	Chas. Boyer-Olivia de Havilland			In Prod.
In Old Colorado	Wm. Boyd-Russell Hayden		2/28/41	a11/23/40
I Wanted Wings (D)	Brian Donlevy-Ray Milland		4/25/41	a12/7/40
Kiss the Boys Goodbye	D. Ameche-M. Martin-O. Levant		7/18/41	In Prod.
Lady Eve (D)	Barbara Stanwyck-Henry Fonda		3/21/41	a11/23/40
Las Vegas Nights (Mu-C)	Phil Regan-Bert Wheeler-Dorsey		3/28/41	a1/18/41
Little Miss Muffett	Ann Shirley-Richard Carlson			In Prod.
Monster and the Girl (D)	Ellen Drew-Onslow Stevens	(A)	5/16/41	b2/15/41
New York Town	Mary Martin-Fred MacMurray			a11/30/40
One Night in Lisbon (CD)	Madeleine Carroll-Fred MacMurray		6/13/41	a2/8/41
Pioneer Woman (D)	Barbara Stanwyck-Joel McCrea			In Prod.
Pirates on Horseback (W)	Wm. Boyd-Russell Hayden		6/6/41	a1/25/41
Power Dive	Richard Arlen-Jean Parker		5/23/41	In Prod.
Reaching for the Sun (D)	Joel McCrea-Ellen Drew		5/9/41	a11/2/40
Road to Zanzibar	Crosby-Lamour-Hope		4/11/41	a12/7/40
Round-Up (W)	Richard Dix-Patricia Morison		4/18/41	a10/26/40
Shepherd of the Hills (D)	John Wayne-Betty Field (Tech.)		8/15/41	a11/9/40
Skylark	Claudette Colbert-Ray Milland			In Prod.
Wide Open Town (W)	William Boyd-Russell Hayden			In Prod.

Coming 1941-42

Title	Stars			See Issue of
Mr. Bug Goes to Town	Tech. Cartoon Feature			In Prod.

PRODUCERS RELEASING CO.

Title	Mins.	Stars		Rel. Date	See Issue of
Arizona Gang Busters (W)	60	Tim McCoy		9/16/40	Not Rev.
Billy the Kid's Gun Justice (W)	63	Bob Steele		12/27/40	Not Rev.
Billy the Kid in Texas (W)	55	Bob Steele		9/30/40	Not Rev.
Billy the Kid Outlawed (W)	55	Bob Steele		7/20/40	Not Rev.
Billy the Kid's Range War (W)		Bob Steele		1/24/41	Not Rev.
Caught in the Act (C)	62	Henry Armetta		1/17/41	Not Rev.
Devil Bat (My)	69	Bela Lugosi		12/13/40	Not Rev.
Frontier Crusader (W)	64	Tim McCoy		6/1/40	Not Rev.
Gun Code (W)	55	Tim McCoy		8/3/40	Not Rev.
Hold That Woman (C-D)	65	James Dunn-Frances Gifford	(F)	6/28/40	b8/3/40
I Take This Oath (D)	67	Joyce Compton-Gordon Jones		5/20/40	Not Rev.
Misbehaving Husbands (C)	65	Harry Langdon-Betty Blythe	(F)	12/20/40	b12/14/40
Lone Raider Rides On (W)	64	George Houston		1/10/41	Not Rev.
Lone Rider Crosses the Rio (W)		George Houston		2/28/41	Not Rev.
Outlaws of the Rio Grande (W)		Tim McCoy		3/7/41	In Prod.
Riders of Black Mountain (W)	59	Tim McCoy		11/11/40	Not Rev.
Secret Evidence (My)	63	Charles Quigley-Marjorie Reynolds	(F)	1/31/41	b2/8/41

R.K.O.-RADIO

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Abe Lincoln in Illinois (D)	107	Raymond Massey-Ruth Gordon	(F)	4/19/40	b1/6/40
Anne of Windy Poplars (D)	89	Anne Shirley-James Ellison	(F)	6/28/40	b6/22/40
Beyond Tomorrow (D)	84	Richard Carlson-Jean Parker	(A)	5/10/40	b3/30/40
Bill of Divorcement (D)	73	Maureen O'Hara-Adolphe Menjou	(A)	5/31/40	b3/16/40
Bullet Code (W)	59	George O'Brien-Virginia Vale	(F)	4/12/40	b3/2/40
Courageous Dr. Christian (D)	67	Jean Hersholt-Dorothy Lovett	(F)	4/5/40	b3/23/40
Cross Country Romance (C)	66	Gene Raymond-Wendy Barrie	(F)	7/12/40	b6/29/40
Curtain Call (C)	61	Barbara Reed-John Archer	(F)	4/26/40	b4/13/40
Dance, Girl, Dance (D)	82	Maureen O'Hara-Louis Hayward	(A)	8/23/40	b8/31/40
Dr. Christian Meets the Women (D)	63	Jean Hersholt-Dorothy Lovett	(F)	7/5/40	b6/29/40
Irene (Mu-C) (Part Tech.)	101	Anna Neagle-Ray Milland	(F)	5/3/40	b4/20/40
Isle of Destiny (D)	83	Ford-Lang-Gargan	(F)	3/8/40	b3/2/40
Little Orvie (C)	66	Johnny Sheffield-Ernest Truex	(F)	3/1/40	b3/2/40
Lucky Partners (C)	101	Ginger Rogers-Ronald Colman	(A)	8/23/40	b8/17/40
Millionaire Playboy (C)	66	Joe Penner-Linda Hayes	(F)	3/15/40	b3/2/40
Millionaires in Prison (D)	62	Lee Tracy-Linda Hayes	(A)	7/26/40	b6/29/40
My Favorite Wife (C)	83	Dunne-Grant-Scott	(A)	5/17/40	b5/4/40
One Crowded Night (D)	66	Billie Seward-Don Costello	(A)	8/9/40	b8/3/40
Pop Always Pays (C)	66	Leon Errol-Dennis O'Keefe	(F)	6/21/40	b6/22/40
Prairie Law (W)	62	Geo. O'Brien-Virginia Vale	(F)	6/7/40	b6/22/40
Primrose Path (D)	93	Ginger Rogers-Joel McCrea	(A)	3/22/40	b3/16/40
Queen of Destiny (H-D)	90	Beagle-Walbrook (Tech.)	(F)	8/2/40	b10/29/38
	(Reviewed as "Sixty Glorious Years")				
Saint Takes Over (D)	60	Geo. Sanders-Wendy Barrie	(F)	6/7/40	b4/27/40
Stage to Chino (W)	59	George O'Brien	(F)	7/26/40	b7/27/40
Stranger on the Third Floor (D)	62	Peter Lorre-Margaret Tallichet	(A)	8/16/40	b9/7/40
Tom Brown's Schooldays (D)	84	Jimmy Lydon-Hardwicke	(F)	7/19/40	b6/22/40
Triple Justice (W)	66	Geo. O'Brien-Virginia Vale	(F)	9/27/40	b10/19/40
Wildcat Bus (D)	62	Fay Wray-Charles Lang	(F)	3/23/40	b8/17/40
You Can't Fool Your Wife (C)	68	Lucille Ball-James Ellison	(F)	5/24/40	b5/25/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Along the Rio Grande (W)	66	Tim Holt-Betty Jane Rhodes	(F)	2/7/41	b2/1/41
Convoy (D)	89	Clive Brook-John Clements	(F)	1/3/41	b12/7/40
Dreaming Out Loud (C)	81	Lum & Abner-Frances Langford	(F)	9/13/40	b9/14/40
Fargo Kid (W)	65	Tim Holt-Jane Drummond	(F)	12/6/40	b11/2/40
Girl, A Guy and A Gob		Geo. Murphy-Lucille Ball		3/14/41	a11/16/40
I'm Still Alive (D)	66	Linda Hayes-Kent Taylor	(F)	9/27/40	b9/21/40
Kitty Foyle (D)	105	Ginger Rogers-Dennis Morgan	(A)	12/27/40	b12/28/40
Laddie (D)	68	Tim Holt-Virginia Gilmore	(F)	10/18/40	b9/21/40
Let's Make Music (Mu-C)	84	Bob Crosby-Jean Rogers	(F)	1/17/41	b12/14/40
Li'l Abner (C)	78	Granville Owen-Kay Sutton	(F)	11/1/40	b11/9/40
Little Men (D)	84	Kay Francis-Lydon-Oakie	(F)	1/10/41	b12/7/40
Men Against the Sky (D)	74	Richard Dix-Wendy Barrie	(F)	9/6/40	b8/24/40
Mexican Spitfire Out West (C)	75	Lupe Velez-Leon Errol	(A)	11/15/40	b10/12/40

R.K.O.-RADIO

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Mr. and Mrs. Smith (C)	95	Carole Lombard-Robt. Montgomery	(A)	1/31/41	b1/18/41
No, No, Nanette (Mu)	96	Anna Neagle-Richard Carlson	(F)	12/20/40	b12/21/40
Playgirl (C-D)	75	Kay Francis-James Ellison	(A)	2/14/41	b12/21/40
Ramparts We Watch (Doc)	90	March of Time Feature	(F)	8/16/40	b7/27/40
Remedy For Riches (D)	60	Jean Hersholt-Dorothy Lovett	(F)	11/20/40	b11/23/40
Scattergood Baines (C)	69	Guy Kibbee-Carol Hughes	(F)	2/21/41	b2/15/41
Saint in Palm Springs (My)	67	George Sanders-Wendy Barrie	(F)	1/24/41	b1/4/41
They Knew What They Wanted (D)	96	Charles Laughton-Carole Lombard	(A)	10/25/40	b10/12/40
Too Many Girls (Mu)	85	Richard Carlson-Lucille Ball	(A)	11/8/40	b10/12/40
Villain Still Pursued Her (D)	66	Anita Louise-Richard Cromwell	(F)	10/11/40	b7/27/40
Wagon Train (W)	62	Tim Holt-Martha O'Driscoll	(F)	10/4/40	b10/12/40
You'll Find Out (My-C)	97	Kay Kyser-Peter Lorre-Karloff	(F)	11/22/40	b11/16/40

Coming 1940-41

Title	Stars			See Issue of
Bambi	Disney Cartoon Feature			In Prod.
Before the Facts	Cary Grant-Joan Fontaine			In Prod.
Citizen Kane (D)	Orson Welles-Dorothy Comingore		2/28/41	In Prod.
Devil and Miss Jones (D)	Jean Arthur-Chas. Coburn		4/14/41	a2/15/41
Footlight Fever (C)	Alan Mowbray-Donald McBride		3/21/41	a1/18/41
	(Former title "Show Business")			
Melody for Three (D)	Jean Hersholt-Fay Wray		3/28/41	a1/11/41
My Life With Caroline	Ronald Colman-Anna Lee			In Prod.
Reluctant Dragon	Benchley and Cartoon Characters			In Prod.
Repent at Leisure	Kent Taylor-Wendy Barrie		4/4/41	In Prod.
Robbers of the Range (W)	Tim Holt-Ray Whitley		4/18/41	a2/8/41
Sunny (Mu)	A. Neagle-J. Carroll-R. Bolger			In Prod.
They Met In Argentina (Mu-D)	Ellison-O'Hara-Ebsen		4/25/41	a2/15/41
Tom, Dick and Harry	Ginger Rogers-Geo. Murphy		5/19/41	In Prod.

REPUBLIC

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Carolina Moon (Mu-W)	65	Gene Autry-Burnette-June Storey	(F)	7/15/40	b7/20/40
Carson City Kid (W)	57	Roy Rogers-"Gabby" Hayes	(F)	7/1/40	b6/22/40
Crooked Road (D)	66	Edmund Lowe-Irene Hervey	(A)	5/10/40	b5/11/40
Covered Wagon Days (W)	56	Three Mesquiteers	(F)	4/22/40	b5/11/40
Dark Command (H-D)	94	John Wayne-Claire Trevor	(F)	4/15/40	b4/13/40
Earl of Puddlestone (C)	67	The Gleasons	(F)	8/31/40	b8/17/40
Forgotten Girls (D)	68	Louise Platt-Donald Woods	(F)	3/15/40	b3/23/40
Gangs of Chicago (D)	66	Lola Lane-Lloyd Nolan-MacLane	(F)	5/19/40	b5/25/40
Gaucho Serenade (W)	66	Gene Autry-Smiley Burnette	(F)	5/10/40	b5/18/40
Ghost Valley Raiders (W)	57	Donald Barry-Lona Andre	(F)	3/26/40	b4/8/40
Girl From God's Country (D)	75	Chester Morris-Chas. Bickford	(F)	7/30/40	b7/27/40
Grand Ole Opry (C)	68	Weaver Bros. & Elviry	(F)	6/25/40	b7/13/40
Grandpa Goes to Town (C)	66	The Gleasons-Harry Davenport	(F)	4/19/40	b4/20/40
Hi-Yo Silver (W)	69	Silver Chief-Lynn Roberts	(F)	4/10/40	b4/20/40
In Old Missouri (C)	67	Weaver Bros.-Elviry	(F)	4/17/40	b5/4/40
One Man's Law (W)	57	Don Barry-Janet Waldo	(F)	6/29/40	b7/13/40
Pioneers of the West (W)	56	Three Mesquiteers	(F)	3/12/40	b3/16/40
Rancho Grande (W)	68	Gene Autry-Smiley Burnette	(F)	3/22/40	b3/30/40
Ranger and the Lady (W)	59	Roy Rogers-George Hayes	(F)	7/30/40	b7/27/40
Rocky Mountain Rangers (W)	58	Three Mesquiteers	(F)	5/24/40	b6/8/40
Scatterbrain (C)	73	Judy Canova-Alan Mowbray	(F)	7/20/40	b7/13/40
Sing, Dance, Plenty Hot (Mu)	72	Ruth Terry-Johnny Downs	(F)	8/10/40	b8/3/40
Three Faces West (D)	81	J. Wayne-Sigrid Gurie-C. Coburn	(F)	7/12/40	b6/22/40
	(Reviewed as "The Refugee")				
Wagons Westward (D)	69	Chester Morris-Anita Louise	(F)	6/19/40	b6/29/40
Women in War (D)	71	Elsie Janis-Wendy Barrie	(F)	6/6/40	b6/1/40
Young Buffalo Bill (W)	59	Roy Rogers-George Hayes	(F)	4/12/40	b4/20/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Arkansas Judge (C)	72	Rogers-Weaver Bros. and Elviry	(F)	1/28/41	b1/25/41
Barnyard Follies (Mu)	67	Mary Lee-June Storey-Rufe Davis	(F)	12/6/40	b11/23/40
Behind the News (D)	74	Lloyd Nolan-Doris Davenport	(F)	12/20/40	b12/21/40
Border Legion (W)	58	Roy Rogers-Geo. "Gabby" Hayes	(F)	12/5/40	b11/30/40
Bowery Boy (D)	71	Dennis O'Keefe-Louise Campbell	(F)	12/27/40	b1/4/41
Colorado (W)	57	Roy Rogers-George Hayes	(F)	9/15/40	b9/7/40
Friendly Neighbors (C)	67	Weaver Bros. & Elviry	(F)	11/7/40	b11/16/40
Frontier Vengeance (W)	57	Don Barry-Betty Moran	(F)	10/10/40	b10/12/40
Girl From Havana (D)	69	Dennis O'Keefe-Victor Jory	(A)	9/11/40	b9/14/40
Hit Parade of 1941 (Mu-C)	88	Kenny Baker-Frances Langford	(F)	10/15/40	b10/19/40
Lone Star Raiders (W)	57	Three Mesquiteers	(F)	12/23/40	b12/21/40
Meet the Missus (C)	68	Roscoe Karns-Ruth Donnelly	(F)	11/29/40	b11/23/40
Melody and Moonlight (Mu)	72	Johnny Downs-Vera Vague	(F)	10/11/40	b10/5/40
Melody Ranch (Mu-C)	84	Gene Autry-Jimmy Durante	(F)	11/15/40	b11/23/40
Oklahoma Renegades (W)	57	Three Mesquiteers	(F)	8/20/40	b8/17/40
Petticoat Politics (C)	67	Roscoe Karns-Lois Ranson	(F)	1/31/41	b2/15/41
Phantom Cowboy (W)	57	Don Barry-Virginia Carroll	(F)	2/14/41	b2/22/41
Prairie Pioneers (W)	58	Three Mesquiteers	(F)	2/16/41	b2/22/41
Ride, Tenderfoot, Ride (W)	65	Autry-Burnette-June Storey	(F)	9/6/40	b8/24/40
Ridin' on a Rainbow (Mu-W)	79	Gene Autry-Smiley Burnette	(F)	1/24/41	b2/1/41
Robin Hood of the Pecos (W)	59	Roy Rogers-George Hayes	(F)	1/14/41	b1/18/41
Texas Terrors (W)	57	Don Barry-Al St. John	(F)	11/22/40	b11/23/40
Trail Blazers (W)	58	Three Mesquiteers	(F)	11/11/40	b11/2/40
Tulsa Kid (W)	57	Don "Red" Barry	(F)	8/16/40	b8/3/40
Under Texas Skies (W)	57	Three Mesquiteers	(F)	9/30/40	b9/21/40
Who Killed Aunt Maggie? (My)	69	John Hubbard-Wendy Barrie	(A)	11/1/40	b11/2/40
Wyoming Wildcat (W)	56	Don Barry-Julie Duncan	(F)	1/6/41	b1/11/41
Young Bill Hickok (W)	59	Roy Rogers-Geo. Hayes	(F)	10/21/40	b10/5/40

Coming 1940-41

Title	Stars			See Issue of
Back In the Saddle (Mu-W)	Gene Autry-Smiley Burnette		3/14/41	a2/15/41
Great Train Robbery (W)	Bob Steele-Claire Carleton		2/28/41	a2/8/41
In Old Cheyenne (W)	Roy Rogers-G. "Gabby" Hayes			In Prod.
Man Betrayed (D)	John Wayne-F. Dee Edw Ellis		2/27/41	a2/1/41
	(Former title "Citadel of Crime")			
Mr. District Attorney (D)	Dennis O'Keefe-Peter Lorre			In Prod.
Sis Hopkins (C)	Judy Canova-Jerry Colonna			a2/22/41
Two-Gun Sheriff (W)	Don "Red" Barry-Lynn Merrick			In Prod.

20TH CENT.-FOX

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Blue Bird (Tech.) (FA)	83	Shirley Temple-G. Sondergaard	(F)	3/22/40	b1/27/40
Charlie Chan's Murder Cruise (My)	75	Sidney Toler-Marjorie Weaver	(F)	6/21/40	b5/11/40
Charlie Chan in Panama (D)	67	Sidney Toler-Jean Rogers	(F)	3/1/40	b2/10/40
Earthbound (D)	67	Warner Baxter-Andrea Leeds	(A)	6/7/40	b6/8/40
Four Sons (D)	89	Ameche-Leontovitch-Alan Curtis	(A)	6/14/40	b6/1/40
Free, Blonde and 21 (C)	74	Lynn Bari-Joan Davis	(F)	3/29/40	b2/17/40
Girl in 313 (My)	56	Florence Rice-Joan Valerie	(A)	5/31/40	b6/22/40
Grapes of Wrath (D)	129	Fonda-Bowdon-Grapewin	(A)	3/15/40	b1/27/40
I Was An Adventuress (D)	81	Zorina-Richard Greene	(A)	5/10/40	b5/4/40
Johnny Apollo (D)	83	Tyrone Power-Dorothy Lamour	(A)	4/19/40	b4/13/40
Lillian Russell (D)	127	Alice Faye-Don Ameche	(F)	5/24/40	b5/18/40
Lucky Cisco Kid (D)	68	Cesar Romero-Mary Hughes	(F)	6/28/40	b6/1/40
Manhattan Heartbeat (D)	72	Virginia Gilmore-Joan Davis	(F)	7/12/40	b6/8/40
Maryland (D) (Tech.)	92	B. Joyce-Payne-Brennan	(F)	7/19/40	b7/6/40
On Their Own (C)	63	Jones Family	(F)	5/17/40	b4/13/40
Sailor's Lady (D)	66	Nancy Kelly-Jon Hall	(F)	7/5/40	b7/6/40
Shooting High (Mu-D)	63	Withers-Autry-Weaver	(F)	4/26/40	b3/9/40
So This Is London (C)	70	Geo. Sanders-Drayton-Churchill	(A)	5/3/40	b2/4/35
Star Dust (D)	83	Linda Darnell-John Payne	(F)	4/5/40	b4/6/40
Viva Cisco Kid (D)	76	Cesar Romero-Chris-Pin Martin	(F)	4/12/40	b3/23/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Brigham Young, Frontiersman (H-D)	112	Tyrone Power-Linda Darnell	(A)	9/27/40	b8/31/40
Chad Hanna (CS-D) (Tech.)	88	Henry Fonda-Linda Darnell	(A)	12/27/40	b12/14/40
Charlie Chan At the Wax Museum (My)	62	Sidney Toler-Joan Valerie	(F)	9/6/40	b8/3/40
Charter Pilot (D)	70	Lynn Bari-Lloyd Nolan	(F)	12/6/40	b11/23/40
Down Argentine Way (Mu)	88	Don Ameche-Betty Grable (Tech.)	(F)	10/11/40	b10/5/40
Elsa Maxwell's Pub. Deb. #1 (C)	80	G. Murphy-B. Joyce-C. Ruggles	(F)	9/13/40	b8/31/40
Gay Caballero (D)	57	Cesar Romero-Betty McLaughlin	(F)	10/4/40	b9/28/40

20TH CENT.-FOX

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Girl from Avenue A (C)	76	Jane Withers-Kent Taylor	(F)	8/9/40	b8/10/40
Girl in the News (D)	78	Margaret Lockwood-Barry Barnes	(F)	1/31/41	b1/4/41
Golden Hoofs (C)	66	Jane Withers-Buddy Rogers	(F)	2/14/41	b2/8/41
Great Profile (C)	70	John Barrymore-Mary Hughes	(A)	10/25/40	b8/17/40
Hudson's Bay (H-D)	94	Paul Muni-Gene Tierney	(F)	1/3/41	b12/28/40
Jennie (D)	78	Doris Bowden-Geo. Montgomery	(F)	12/20/40	b12/7/40
Man I Married (D)	76	Joan Bennett-Francis Lederer	(A)	8/2/40	b7/20/40
Mark of Zorro (D)	92	Tyrone Power-Linda Darnell	(F)	11/8/40	b11/9/40
Michael Shayne, Private Detective (My)	77	Lloyd Nolan-Marjorie Weaver	(F)	1/10/41	b12/28/40
Murder Over New York (My)	65	Sidney Toler-Marjorie Weaver	(F)	12/13/40	b12/7/40
Night Train (D)	95	Margaret Lockwood-Rex Harrison (Reviewed as "In Disguise")	(A)	10/18/40	b8/3/40
Pier 13 (C-D)	66	Lynn Bari-Lloyd Nolan	(F)	8/23/40	b8/17/40
Return of Frank James (D)	92	H. Fonda-J. Cooper (Tech.)	(F)	8/16/40	b8/17/40
Ride Kelly Ride (D)	59	Marvin Stephens-Rita Quigley	(F)	2/7/41	b1/25/41
Romance of the Rio Grande (W)	73	Cesar Romero-Patricia Morison	(F)	1/17/41	b12/28/40
Street of Memories (D)	71	Guy Kibbee-Lynn Roberts	(A)	11/15/40	b7/6/40
Tall, Dark and Handsome (D)	78	Cesar Romero-Milton Berle	(A)	1/24/41	b1/18/41
Tin Pan Alley (Mu)	94	Alice Faye-B. Grable-J. Oakie	(F)	11/29/40	b11/23/40
Western Union (D) (Tech.)	95	Rob't Young-Randolph Scott	(F)	2/21/41	b2/8/41
Yesterday's Heroes (D)	65	Jean Rogers-Rob't Sterling	(F)	9/20/40	b9/21/40
Young People (C-D)	78	Shirley Temple-Jack Oakie	(F)	8/30/40	b7/13/40
Youth Will Be Served (D)	68	Jane Withers-Robert Conway	(F)	11/22/40	b9/28/40

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Blood and Sand (Tech.)		Tyrone Power-Linda Darnell		5/30/41	In Prod.
Bride Wore Crutches (C-D)	59	Lynne Roberts-Ted North	(F)	7/4/41	b7/27/40
Cowboy and the Blonde		Mary Beth Hughes-G. Montgomery		5/23/41	In Prod.
Dead Men Tell (My)		Sidney Toler		3/28/41	a2/15/41
For Beauty's Sake (My-C)		Ned Sparks-Marjorie Rambeau		6/27/41	a8/17/40
Great American Broadcast		Alice Faye-John Payne-Jack Oakie		5/2/41	In Prod.
Murder Among Friends (My-C)	67	John Hubbard-Marjorie Weaver	(F)	3/14/41	b2/22/41
Outlaw, The		Walter Huston-Thos. Mitchell		3/21/41	In Prod.
Ride On Vaquero (W)		Cesar Romero-Mary Beth Hughes		4/18/41	a1/25/41
Scotland Yard (D)		Edmund Gwenn-Nancy Kelly		2/28/41	a1/18/41
Sleepers West (D)		Lloyd Nolan-Lynn Bari		4/4/41	a1/25/41
That Night in Rio (Mu) (Tech.) (Former title "Road to Rio")		Alice Faye-Don Ameche		4/11/41	a1/25/41
Tobacco Road (D)	84	Tierney-Grapewin-Rambeau	(A)	3/7/41	b2/22/41
Very Young Lady (C)		Jane Withers-Nancy Kelly		6/6/41	In Prod.

UNITED ARTISTS

Current

Title	Mins.	Stars		Rel. Date	See Issue of
Blackout (D)	81	Conrad Veidt-Valerie Hobson	(F)	11/29/40	b10/19/40
Captain Caution (D)	88	V. Mature-Louise Platt-B. Cabot	(A)	8/9/40	b8/3/40
Cheers for Miss Bishop (D)	100	Martha Scott-William Gargan	(F)	2/21/41	b1/18/41
Foreign Correspondent (D)	120	Joel McCrea-Herbert Marshall	(F)	8/16/40	b8/17/40
House Across the Bay (D)	88	Joan Bennett-George Raft	(A)	3/1/40	b3/2/40
Kit Carson (D)	96	Jon Hall-Dana Andrews	(A)	8/30/40	b8/31/40
Long Voyage Home (D)	103	John Wayne-Thos. Mitchell	(A)	11/22/40	b10/12/40
My Son, My Son! (D)	116	Brian Aherne-Madeleine Carroll	(A)	3/22/40	b3/9/40
1,000,000 B.C. (D)	80	John Hubbard-Carole Landis	(F)	4/5/40	b4/13/40
Our Town (D)	90	Fay Bainter-Frank Craven	(F)	5/24/40	b5/18/40
Over the Moon (C-D)	78	Oberon-Rex Harrison (Tech.)	(F)	3/29/40	b11/11/39
Pastor Hall (D)	96	Wilfred Lawson-Nova Pilbeam	(F)	9/13/40	b7/27/40
Rebecca (D)	130	Olivier-Anderson-Fontaine	(A)	4/12/40	b3/23/40
Road Show (C)	82	Adolphe Menjou-Carole Landis	(F)	1/24/41	b1/11/41
Saps at Sea (C)	56	Stan Laurel-Oliver Hardy	(F)	5/3/40	b4/27/40
So Ends Our Night (D)	121	Fredric March-Margaret Sullavan	(A)	2/14/41	b1/25/41
Son of Monte Cristo (D)	104	Joan Bennett-Louis Hayward	(F)	1/10/41	b12/7/40
South of Pago Pago (D)	97	Jon Hall-Victor McLaglen	(F)	7/18/40	b7/20/40
Thief of Bagdad (FA)	109	Sabu-Conrad Veidt (Tech.)	(F)	12/25/40	b10/19/40
Turnabout (C)	83	Carole Landis-Hubbard-Menjou	(A)	5/17/40	b5/4/40
Westerner (D)	99	Gary Cooper-Walter Brennan	(F)	9/20/40	b9/21/40

Coming

Title	Mins.	Stars		Rel. Date	See Issue of
Broadway Limited (D)		Victor McLaglen-Dennis O'Keefe			In Prod.
Great Dictator, The (C)	126	Charles Chaplin-P. Goddard	(F)	3/1/41	b10/19/40
Major Barbara		Wendy Hiller- Robert Morley			In Prod.
New Wine		Ilona Massey-Binnie Barnes			In Prod.
Pot O' Gold (C-Mu)		James Stewart-Paulette Goddard		4/11/41	a2/8/41
That Hamilton Woman (H-D) (Former title "Lady Hamilton")		Vivien Leigh-Laurence Olivier			a11/30/40
That Uncertain Feeling		Oberon-Douglas-Meredith			a12/14/40
Topper Returns (C)		Joan Blondell-Carole Landis			a12/14/40

UNIVERSAL

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Alias the Deacon (C)	73	Bob Burns	(F)	5/17/40	b5/4/40
Bad Man from Red Butte (W)	58	J. M. Brown-Baker-Fuzzy Knight	(F)	5/31/40	b6/15/40
Black Diamonds (D)	60	Richard Arlen-Andy Devine	(F)	7/19/40	b8/27/40
Black Friday (D)	64	Boris Karloff-Bela Lugosi	(A)	4/12/40	b3/9/40
Boys From Syracuse (C)	73	A. Jones-Martha Raye-J. Penner	(F)	8/9/40	b7/13/40
Double Alibi (My)	65	Wayne Morris-Margaret Lindsay	(A)	3/1/40	b2/24/40
Enemy Agent (D)	60	Robt. Armstrong-Helen Vinson	(F)	4/19/40	b4/13/40
Half a Sinner (D)	59	Heather Angel-John King		4/5/40	b6/1/40
Hot Steel (D)	61	Richard Arlen-Andy Devine	(F)	5/24/40	b6/29/40
House of the Seven Gables (D)	88	Vincent Price-Margaret Lindsay	(A)	4/12/40	b3/9/40
I Can't Give You Anything But Love Baby (C)	61	Peggy Moran-Johnny Downs	(F)	6/21/40	b5/11/40
If I Had My Way (Mu-C)	87	Bing Crosby-Gloria Jean	(F)	5/3/40	b4/27/40
It's a Date (Mu-D)	103	Deanna Durbin-Kay Francis	(F)	3/22/40	b3/23/40
La Conga Nights (C)	60	Hugh Herbert	(F)	5/31/40	b5/18/40
Love, Honor and Oh, Baby (C)	60	Waliace Ford-Kathryn Adams	(F)	6/7/40	b6/8/40
Ma! He's Making Eyes at Me (C)	61	Tom Brown-Constance Moore	(F)	3/15/40	b4/13/40
Private Affairs (C-D)	73	N. Kelly-R. Young-R. Cummings	(F)	7/5/40	b6/15/40
Riders of Pasco Basin (W)	56	J. M. Brown-Bob Baker	(F)	4/5/40	b5/25/40
Sandy Is a Lady (C)	64	Sandy-Mischa Auer-Nan Grey	(F)	6/14/40	b5/25/40
Ski Patrol (D)	64	Lulu Deste-Philip Dorn	(F)	5/10/40	b5/11/40
Son of Roaring Dan (W)	63	J. M. Brown-Jeanne Kelly	(F)	7/26/40	b8/17/40
South to Karanga (D)	59	C. Bickford-L. Deste	(F)	8/2/40	b8/10/40
When the Daltons Rode (W-D)	80	Kay Francis-Randolph Scott	(F)	8/23/40	b8/3/40
You're Not So Tough (D)	72	Dead End Kids-Nan Grey	(F)	7/26/40	b6/1/40
Zanzibar (D)	72	Lola Lane-James Craig	(F)	3/8/40	b3/30/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Argentine Nights (C)	73	Ritz Brothers-Andrews Sisters	(F)	9/6/40	b9/7/40
Back Street (D)	89	Chas. Boyer-M. Sullavan	(F)	2/7/41	b2/8/41
Bank Dick (C)	74	W. C. Fields-Una Merkel	(F)	11/29/40	b12/7/40
Bess of Bullion City (W)	59	J. M. Brown-Fuzzy Knight		1/10/41	a9/14/40
Buck Privates (C-Mu)	82	Abbott & Costello-Andrews Sisters	(F)	1/31/41	b2/8/41
Devil's Pipeline (D)	65	Richard Arlen-Andy Devine	(F)	11/1/40	b11/16/40
Diamond Frontier (D)	71	Victor McLaglen-John Loder	(F)	10/4/40	b10/12/40
Fugitive, The (D)	75	Ralph Richardson-Diana Wynyard	(A)	9/20/40	b6/22/40
Give Us Wings (D)	69	Billy Halop-Huntz Hall	(F)	12/20/40	b11/16/40
Hired Wife (C)	95	Rosalind Russell-Brian Aherne	(A)	9/13/40	b9/14/40
I'm Nobody's Sweetheart Now (C)	62	Helen Parrish-Dennis O'Keefe	(F)	11/1/40	b8/10/40
Invisible Woman (D)	72	John Barrymore-Virginia Bruce	(A)	12/27/40	b1/4/41
Law and Order (W)	57	J. M. Brown-Fuzzy Knight	(F)	10/18/40	b11/30/40
Leather Pushers (D)	64	Andy Devine-Richard Arlen	(F)	9/13/40	b9/7/40
Little Bit of Heaven (C)	87	Gloria Jean-R. Stack-Nan Grey	(F)	10/11/40	b10/12/40
Lucky Devils (D)	64	Richard Arlen-Andy Devine	(F)	1/3/41	b12/28/40
Margie (C)	59	Tom Brown-Nan Grey-M. Auer	(F)	12/6/40	b9/21/40
Meet the Chump (C)	60	Hugh Herbert-Lewis Howard	(F)	2/14/41	b2/1/41
Meet the Wildcat (D)	63	Margaret Lindsay-Ralph Bellamy	(F)	11/22/40	b10/12/40
Mummy's Hand (D)	67	Dick Foran-Wallace Ford	(A)	9/20/40	b8/31/40
Nice Girl? (Mu-C)	95	Deanna Durbin-Franchot Tone		2/21/41	a12/14/40
One Night in the Tropics (C)	82	Allan Jones-Nancy Kelly	(F)	11/15/40	b11/2/40
Pony Post (W)	59	Johnny Mack Brown	(F)	11/8/40	b12/21/40
Ragtime Cowboy Joe (W)	58	J. Mack Brown-Fuzzy Knight	(F)	9/20/40	b10/5/40
Sandy Gets Her Man (C)	65	Baby Sandy-S. Erwin-Una Merkel	(F)	11/8/40	b11/2/40
San Francisco Docks (D)	65	Burgess Meredith-Irene Hervey	(A)	1/10/41	b12/7/40
Seven Sinners (D)	84	Marlene Dietrich-John Wayne	(A)	10/25/40	b11/2/40

UNIVERSAL

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Six Lessons From Madame La Zonga (C)	60	Lupe Velez-Leon Errol	(F)	1/17/41	b1/18/41
Slightly Tempted (C)	61	Hugh Herbert-Johnny Downs	(F)	10/18/40	b8/10/40
Spring Parade (Mu)	90	Deanna Durbin-Rob't. Cummings	(F)	9/27/40	b9/28/40
Trail of the Vigilantes (W-C)	75	Franchot Tone-Crawford-Devine	(F)	12/13/40	b12/14/40
Where Did You Get That Girl? (Mu-C)	67	Helen Parrish-Chas. Lang	(F)	1/3/41	b12/28/40

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Bury Me Not on the Lone Prairie (W)		J. M. Brown-Fuzzy Knight		3/21/41	a12/12/40
Dangerous Game (D) (Former title, "Who Killed Doc Robin?")		Richard Arlen-Andy Devine		8/22/41	a10/19/40
Dark Streets of Cairo (D)	58	Sigrid Gurie-Ralph Byrd	(F)	2/28/41	b12/7/40
Double Date (C)		Peg. Moran-Ed. Lowe-Una Merkel		3/21/41	In Prod.
Flame of New Orleans (C-D)		Dietrich-Roland Young-Cabot		4/11/41	a2/15/41
Hit the Road		George-MacLane-Dead End Kids		6/27/41	In Prod.
Lady From Cheyenne (D)		Loretta Young-Rob't Preston		3/28/41	a2/8/41
Man Made Monster (D) (Former title "Mysterious Dr. R."		Frank Albertson-Lon Chaney, Jr.		4/4/41	a12/21/40
Man Who Lost Himself (D)		Brian Aherne-Kay Francis		4/25/41	a2/15/41
Mister Dynamite (D)		Lloyd Nolan-Irene Hervey		3/7/41	a2/15/41
Model Wife (C-D)		Joan Blondell-Dick Powell		3/14/41	a2/8/41
Oh, Charlie (My-C)		Abbott & Costello-Evelyn Ankers		5/30/41	a2/22/41
Unfinished Business		Irene Dunne-Robt. Montgomery		8/15/41	In Prod.

Coming 1941-42

Title	Mins.	Stars		Rel. Date	See Issue of
Black Cat (C)		Hugh Herbert-Broderick Crawford			In Prod.

WARNER BROS.

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
All This and Heaven Too (D)	143	Bette Davis-Charles Boyer	(A)	7/13/40	b6/22/40
Angel from Texas (C)	69	Albert-Wyman-Reagan	(F)	4/27/40	b4/13/40
Brother Orchid (C-D)	90	E. G. Robinson-Sothern-Bellamy	(F)	6/8/40	b6/1/40
Dr. Ehrlich's Magic Bullet (D)	102	Edw. G. Robinson-Ruth Gordon	(A)	3/2/40	b2/10/40
Flight Angels (D)	74	Ralph Bellamy-Dennis Morgan	(F)	5/18/40	b5/11/40
Flowing Gold (D)	82	Pat O'Brien-John Garfield	(A)	8/24/40	b8/24/40
Fugitive from Justice (D)	53	Roger Pryor-Lucille Fairbanks	(A)	6/15/40	b6/8/40
Gambling on the High Seas (D)	58	Wayne Morris-Jane Wyman	(F)	6/22/40	b2/24/40
It All Came True (D)	97	Ann Sheridan-Jeffrey Lynn	(A)	4/6/40	b3/23/40
King of Lumberjacks (D)	61	John Payne-Gloria Dickson	(F)	4/13/40	b2/24/40
Ladies Must Live (C)	59	Rosemary Lane-Wayne Morris	(F)	7/20/40	b8/24/40
Man Who Talked Too Much (D)	75	Geo. Brent-Virginia Bruce	(A)	7/6/40	b6/29/40
Money and the Woman (D)	65	Jeffrey Lynn-Brenda Marshall	(F)	8/17/40	b8/17/40
Murder in the Air (D)	55	Ronald Reagan-Lya Lys	(F)	8/1/40	b2/24/40
My Love Came Back (C-D)	85	De Havilland-J. Lynn-J. Wyman	(F)	7/20/40	b6/29/40
River's End (D)	70	Dennis Morgan-George Tobias	(F)	8/10/40	b8/24/40
Saturday's Children (D)	101	John Garfield-Anne Shirley	(F)	5/11/40	b4/13/40
Sea Hawk (D)	127	Flynn-Marshall-Crisp	(F)	8/31/40	b7/20/40
Tear Gas Squad (D)	58	D. Morgan-J. Payne-G. Dickson	(F)	5/4/40	b3/23/40
They Drive by Night (D)	93	Raft-Sheridan-Bogart	(A)	8/3/40	b7/13/40
Three Cheers for the Irish (C-D)	100	Priscilla Lane-Dennis Morgan	(F)	3/16/40	b3/9/40
'Til We Meet Again (D)	100	Merle Oberon-George Brent	(F)	4/20/40	b4/6/40
Torrid Zone (D)	88	Cagney-O'Brien-Sheridan	(A)	5/25/40	b5/11/40
Virginia City (H-W)	121	Flynn-Hopkins-Scott	(F)	3/23/40	b3/23/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Always a Bride (C)	58	Rosemary Lane-George Reeves	(F)	11/2/40	b11/30/40
Calling All Husbands (C)	64	Geo. Tobias-Lucille Fairbanks	(F)	9/7/40	b8/31/40
Case of the Black Parrot (My)	60	Wm. Lundigan-Maris Wrixon	(F)	1/11/41	b1/18/41
City for Conquest (D)	105	James Cagney-Ann Sheridan	(A)	9/21/40	b9/14/40
Dispatch from Reuters (D)	88	Robinson-Albert-Basserman	(F)	10/19/40	b9/21/40
East of the River (D)	74	John Garfield-Brenda Marshall	(A)	11/9/40	b11/2/40
Father Is a Prince (C)	62	Grant Mitchell-Nana Bryant	(A)	10/12/40	b10/12/40
Father's Son (D)	58	John Litel-Billy Dawson		2/1/41	b1/4/41
Flight From Destiny (D)	70	Thos. Mitchell-Jeffrey Lynn	(A)	2/8/41	b12/28/40
Four Mothers (D)	86	Lane Sisters-G. Page-J. Lynn	(F)	12/21/40	Reissued
Great Mr. Nobody (C)	71	Eddie Albert-Joan Leslie		2/15/41	b2/8/41
Here Comes the Navy (D)	86	James Cagney-Pat O'Brien	(F)	1/4/41	b12/21/40
High Sierra (D)	100	Humphrey Bogart-Ida Lupino	(F)	1/25/41	b1/11/41
Honeymoon for Three (C)	77	George Brent-Ann Sheridan	(F)	1/18/41	b1/11/41
Knute Rockne—All American (D)	93	Pat O'Brien-Ronald Reagan	(F)	10/5/40	b10/12/40
Lady with Red Hair (D)	81	Miriam Hopkins-Richard Ainley	(A)	11/30/40	b11/16/40
Letter The (D)	101	Bette Davis-Herbert Marshall	(A)	11/23/40	b11/16/40
No Time for Comedy (C)	96	J. Stewart-R. Russell-C. Ruggles	(A)	9/14/40	b9/7/40
Santa Fe Trail (D)	110	Flynn-de Havilland-Massey	(F)	12/28/40	b12/28/40
She Couldn't Say No (C)	63	Roger Pryor-Eve Arden	(F)	12/7/40	b12/28/40
South of Suez (D)	86	Geo. Brent-Lee Patrick	(F)	11/16/40	b12/7/40
Strawberry Blonde (C-D)	97	Jas. Cagney-Olivia de Havilland	(F)	2/22/41	b2/15/41
Tugboat Annie Sails Again (C)	77	Marjorie Rambeau-Alan Hale	(F)	10/26/40	b10/19/40

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Affectionately Yours (C)		Merle Oberon-Dennis Morgan			a2/8/41
Bride Came C.O.D. (C-D)		Bette Davis-James Cagney			a2/15/41
Footsteps in the Dark (D)		Errol Flynn-Brenda Marshall		3/8/41	a11/30/40
Gentle People		Ida Lupino-John Garfield			In Prod.
Great Lie (D)		Bette Davis-Geo. Brent			a12/21/40
Here Comes Happiness (D)		Mildred Coles-Richard Ainley		3/15/41	a1/4/41
Highway West		Brenda Marshall-Olympe Bradna			In Prod.
Kisses for Breakfast (C) (Former title "She Stayed Kissed")		Dennis Morgan-Jane Wyatt			a1/25/41
Knockout (D)		Arthur Kennedy-Olympe Bradna		3/29/41	a12/21/40
Meet John Doe		Gary Cooper-Barbara Stanwyck			In Prod.
Miss Wheelwright Discovers America (C-D)		Priscilla Lane-Ronald Reagan			a2/1/41
No Hard Feelings (My)		Ricardo Cortez-Wm. Lundigan			a2/22/41
Nurse's Secret		Lee Patrick-Regis Toomey			In Prod.
Sea Wolf (D)		Robinson-Garfield-Lupino		3/22/41	a11/30/40
Sergeant York		Gary Cooper-Joan Leslie			In Prod.
Shadows on the Stairs (D) (Former title "Murder on the Second Floor")		Maris Wrixon-Wm. Lundigan		3/1/41	a1/18/41
Shining Victory (D) (Former title "Winged Victory")		G. Fitzgerald-Jas. Stephenson			a2/1/41
Singapore Woman (D)		Brenda Marshall-David Bruce			a2/1/41
Strange Alibi (D)		Arthur Kennedy-Joan Perry			In Prod.
Thirty Days Hath September (C)		Eddie Albert-Joan Leslie			a2/8/41
Three Sons O'Guns		Wayne Morris-Arthur Kennedy			In Prod.
Wagons Roll at Night (D) (Former title "Carnival")		Humphrey Bogart-Sylvia Sidney			a11/2/40

MISCELLANEOUS

Title	Mins.	Stars		Rel. Date	See Issue of
Adolescence (D)	80	Leon Janney-Eleanor Hunt	(A)	Select	b12/21/40
Captain Moonlight (D)	60	John Garrick-Winifred Shotter	(A)	Atlas	b4/27/40
Face at the Window (My)	65	Tod Slaughter-Marjorie Taylor	(A)	Ziehm	b10/19/40
George Washington Carver (D)	69	G. W. Carver-B. Washington III	(A)	St. George	b4/13/40
Hidden Menace (D)	56	Otto Kruger-Gertrude Michael	(F)	Alliance	b4/13/40
Human Beast (D) (French)	79	Jean Gabin-Simone Simon	(A)	Juno	b4/24/40
Leopard Men of Africa (T)	65	Natives and animals	(A)	Select	b7/6/40
Let George Do It (C)	72	Geo. Formby-Phyllis Calvert	(F)	Film All	b10/26/40
Lilac Domino (Mu)	95	Michael Bartlett-June Knight	(F)	Select	b12/14/40
Mad Youth (D)	60	Mary Ainslee-Betty Compson	(A)	Atlas	b5/25/40
Merry Wives (Czech) (H-D)	80	Czech cast	(A)	Lloyd	b2/1/41
Murder in the Night (D)	58	Jack LaRue-Sandra Storme	(A)	Film All	b7/20/40
Overnight (D)	86	Robert Donat-Pearl Argyle	(F)	Mundus	b6/8/40
Torso Murder Mystery (My)	70	Bruce Cabot-Marta Labarr	(A)	Ziehm	b10/19/40

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational; (FA) Fantasy; (H) Historical

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

Shorts Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Doughnuts	Shirley Temple	19	Reissued
Managed Money	Shirley Temple	20	Reissued
Merrily Yours	Shirley Temple	20	Reissued
Mother, The		10	Not Rev.
Pardon My Pups	Shirley Temple	19	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1939-40

ALL STAR COMEDIES (18)

All American Blondes	Fair	17	11/11/39
Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
Awful Goof		19	Not Rev.
Boobs In the Woods	Funny	16	6/15/40
Fireman Save My Choo Choo	Blah	17	8/31/40
Glove Slingers	Good Slapstick	18	1/ 6/40
Heckler	Fairly Funny	18	2/24/40
His Bridal Fright		18	Not Rev.
Mr. Clyde Goes to Broadway		18	Not Rev.
Money Squawks		18	Not Rev.
Nothing But Pleasure	Amusing	18	2/17/40
Pardon My Berth Marks	Filler	18	3/16/40
Skinny the Moocher	Funny	16½	9/ 2/39
South of the Boudoir	Good Slapstick	18½	6/15/40
Static In the Attic	Funny	20	9/ 2/39
Taming of the Snood		18	Not Rev.
Teacher's Pest	Fairly Funny	18	8/12/39
You're Next	Poor	18	6/15/40

CINESCOPES (6)

Berth of a Queen	Interesting	11	4/20/40
Fashion Takes a Holiday	Feminine Appeal	11	3/16/40
Odd Vocations		10	Not Rev.
Squadron 992		8½	Not Rev.
Threads of a Nation	Interesting	11	2/24/40
World of 1960	Interesting	10	1/ 6/40

COLUMBIA TOURS (6)

Beautiful Switzerland	Average	10	12/30/39
Historic Cities of India		10	Not Rev.
Holland and the Zuyder Zee	Interesting	10	9/16/39
In the Land of the Pagodas		10	Not Rev.
Life in Paris		10	Not Rev.
New Hampshire	Good Travel Film	11	3/16/40
Pleasurebound in Canada		10	Not Rev.
Unveiling Algeria	Fair	10	4/20/40

COLOR RHAPSODIES (16) (Tech.)

Blackboard Review		7	Not Rev.
Boy, a Gun and Birds	Fair	7	1/ 6/40
Crop Chasers	Good	7½	10/14/39
Dreams On Ice	Cute	7	10/14/39
Egg Hunt	Cute	7½	6/15/40
Greyhound and the Rabbit	Filler	7	4/20/40
Happy Tots' Expedition		6½	Not Rev.
Jitterbug Knights	Fair	7	9/ 9/39
Mother Goose In Swing-Time		7	Not Rev.
Mountain Ears	Cute	7	10/14/39
Timid Pup	Too Tame	7	8/31/40
Ye Olde Swap Shoppe		7	Not Rev.

COMMUNITY SINGS (10)

College Songs		10	Not Rev.
Crosby Hit Songs		9	Not Rev.
Gypsy Songs	Very Good	10	2/17/40
Medley of Hits		10	Not Rev.
Old Time Songs		9½	Not Rev.
Stephen Foster Songs		10	Not Rev.
Topical Songs		10	Not Rev.

FABLES CARTOONS (6)

Barnyard Babies		6	Not Rev.
Little Lost Sheep	Fair	7	9/16/39
Park Your Baby	Average	7	2/24/40
Peep In the Deep	Routine	7	8/31/40
Pooch Parade		7	Not Rev.
Practice Makes Perfect	Dull	6	4/20/40

FOOLS WHO MADE HISTORY (6)

Story of Charles Goodyear	Excellent	10	10/21/39
Story of Elias Howe	Excellent	11	9/16/39

HAPPY HOUR

Book of Books	Outstanding	10	11/18/39
Building of Boys	Noteworthy	10	10/21/39

MOMENTS OF COMEDY (6)

PALS AND PETS (6)

PHANTASIES CARTOONS (10)

Charm Bracelet		6½	Not Rev.
Fish Follies		6	Not Rev.
Man of Tin		7	Not Rev.
Millionaire Hobo		6½	Not Rev.
Mouse Exterminator	Fair	6½	1/27/39
News Oddities		6½	Not Rev.

SCREEN SNAPSHOTS (12)

No. 1 Art of Make-up	Very Good	10	10/14/39
No. 2 Training Animal Stars	Above Average	10	11/11/39
No. 3 Novelty Parties		10	Not Rev.
No. 4 Trip Thru Studios		10	Not Rev.
No. 5 Art in Hollywood	Fan Appeal	11	3/16/40
No. 6 Hollywood Recreations	Good	10	4/20/40
No. 7 Wardrobe Designers		10	Not Rev.
No. 8 Cowboy Jubilee		10	Not Rev.
No. 9 Ken Murray	Just Fair	10	7/26/40
No. 10 Jack Oakie	So So	9	8/31/40

COLUMBIA 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of

STOOGE COMEDIES (8)

A Plumbing We Will Go		18	Not Rev.
Calling All Curs	Good Slapstick	18	8/12/39
How High Is Up	Grand Slams	16	7/20/40
Nutty But Nice		17	Not Rev.
Oily To Bed, Oily To Rise	Swell Slapstick	18	9/16/39
Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
Three Sappy People		18½	Not Rev.
You Nazty Spy!	Swell Satire	18	2/10/40

WASHINGTON PARADE (6)

Archives		11	Not Rev.
Inside the F.B.I.		11	Not Rev.
Our National Defense		10	Not Rev.
Smithsonian Institution	Exceptional	11	11/11/39
Social Security	Interesting	11	6/15/40
U. S. Treasury	Excellent	10	2/10/40

WORLD OF SPORTS (12)

Bows and Arrows	Very Good	10	10/21/39
Canvass Capers		10	Not Rev.
Fishing In Hawaii		11	Not Rev.
Flying Targets	For Sportsmen	10	3/16/40
Jai Alai	Good	9	12/30/39
Rough House Fiesta		10	Not Rev.
Saving Strokes With Sam Snead		10	Not Rev.
Skiing Technique		10	Not Rev.
Sport of Kings	Satisfactory	10	6/15/40
Tomorrow's Stars	Good	10	4/27/40

1940-41

ALL STAR COMEDIES (18)

Blondes and Blunders	Silly	16	11/30/40
Bundle of Bliss		17	Not Rev.
Cold Turkey		18	10/12/40
Fresh As A Freshman		16	Not Rev.
His Ex Marks the Spot	Funny	18	1/11/41
Pleased to Mitt You		18	Not Rev.
Spook Speaks	Fairly Amusing	18	10/12/40
Watchman Takes a Wife	Fairly Amusing	16	1/25/41

CINESCOPES (10)

Feathers		9	Not Rev.
Floating Elephants	Timely and Good	8	10/12/40
Hobby Lobby	Excellent	12	9/21/40
Nice Work, If you Can Do It	Fair	10	11/23/40
Unusual Crafts	Interesting	9	1/25/41

COLOR RHAPSODIES (16) (Tech.)

Helping Paw	Amusing	7	2/ 1/41
Mad Hatter		7	Not Rev.
Mr. Elephant Goes to Town		8	Not Rev.
Tangled Television	Good	7½	10/12/40
Way of All Pests		7	Not Rev.
Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

Beautiful British Columbia		10	Not Rev.
From Singapore to Hongkong		10	Not Rev.
Historic Virginia		11	Not Rev.
Islands of the West Indies	Satisfactory	10	11/23/40
Old and New Arizona		10	Not Rev.
Savoy in the Alps	Poor Timing	11	11/23/40
Sojourn In Havana	Interesting	9	11/30/40

COMMUNITY SINGS (10)

Fun With Songs	Depends	9	11/23/40
Gay Tunes		10	Not Rev.
Jolly Tunes		9	Not Rev.
Melodies That Linger		10	Not Rev.
Popular Love Songs		9	Not Rev.

FABLES CARTOONS (8)

Farmer Tom Thumb	Good	7	10/12/40
It Happened to Crusoe		6	Not Rev.
Mouse Meets Lion	Poor	6	11/23/40
Paunch and Judy	Average	6	1/25/41
Streamlined Donkey		6	Not Rev.

HOW'S YOUR I. Q. (6)

Take It Or Leave It (1)	Funny	11½	11/30/40
Take It Or Leave It (2)	Entertaining	11	2/ 1/41
Take It Or Leave It (3)		11	Not Rev.

NEW YORK PARADE (6)

Magic City	Well Done	10	1/25/41

PHANTASIES CARTOONS (8)

Happy Holidays		6	Not Rev.
Little Theatre		6	Not Rev.
Schoolboy Dreams	Cute	7	10/12/40
Tom Thumb's Brother		6	Not Rev.

SCREEN SNAPSHOTS (12)

No. 1 (Ken Murray)		10	11/30/40
No. 2 (Don Wilson)	Very Good	10	11/23/40
No. 3 (Ken Murray)	One of the Best	9	Not Rev.
No. 4 (Ken Murray)		10	Not Rev.
No. 5 (Bob Hope)	Excellent	10	2/ 1/41

STOOGE COMEDIES (8)

Boobs In Arms		18	Not Rev.
Cookoo Cavaliers	Silly	17	11/30/40
From Nurse to Worse	A Dud	17	8/31/40
No Census, No Feeling		18	Not Rev.
So Long Mr. Chumps		20	Not Rev.

COLUMBIA 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of

WASHINGTON PARADE (6)

The Mint		10	Not Rev.
U. S. Military Academy		10	Not Rev.
U. S. Naval Academy	Splendid	10	2/ 1/41

WORLD OF SPORTS (12)

All the Giant Killer	Very Good	9	1/25/41
Hunting Wild Deer	Fair	9	11/30/40
Ice Capers		10	Not Rev.
Master of Cue	For Billiard Fans	10	10/12/40
Splits, Spares and Strikes		10	Not Rev.

MGM 1939-40

CARTOONS (18) (Tech.)

Bookworm Turns	Average	8	7/27/40
Fishing Bear	Clever	8	2/ 3/40
Gallopin' Gals	Excellent	8	11/ 9/40
Homeless Flea	Cute	8	11/ 9/40
Home on the Range	Cute	8	3/ 3/40
Mad Maestro	Good	8	1/20/40
Milky Way	Cute	8	7/ 6/40
Papa Gets the Bird	Cute	8	9/28/40
Peace on Earth	Definitely a "Must"	8	12/ 9/39
Puss Gets the Boot	Good	9	3/ 9/40
Rainy Day		8	Not Rev.
Romeo In Rhythm	Misses Fire	8	9/ 7/40
Swing Social	Clever	8	6/ 1/40
Tom Turkey and His Harmonica Humdinger	Fair	7	7/27/40

CRIME DOESN'T PAY (6)

Buyer Beware	Excellent	20	9/ 7/40
Jack Pot	One of the Best	19	3/30/40
Know Your Money	Excellent	21	2/ 3/40
Pound Foolish	Excellent	20	1/20/40
Soak the Old	Very Good	20	9/28/40
Women in Hiding	Excellent	22	7/ 6/40

METROSCOPIX (1)

Third Dimensional Murder	Great	7	Coming

CAREY WILSON MINIATURES (9)

Ashcan Fleet	Excellent	11	10/ 7/39
Door Will Open	Unusual	11	3/30/40
Failure at Fifty	Excellent	10	10/28/39
Mendelssohn's Wedding March	For Romanticists	11	11/25/39
Miracle at Lourdes	Excellent	11	1/20/40
Old South	Interesting	10	2/ 3/40
Rumba Rhythm	Entertaining	10	9/ 2/39
Servant of Mankind	A Trailer	9	6/ 1/40
Where Turf Meets Surf	Fair	10	2/ 3/40

OUR GANG (8)

Alfalfa's Double	Chucklesome	11	2/ 3/40
All About Hash	Fair	11	6/ 1/40
Big Premiere	Poor	10	3/30/40
Bubbling Troubles	Has Laughs	11	7/ 6/40
Captain Spanky's Showboat	Funny	10	10/14/39
Dad For a Day	Good	11	11/25/39
New Pupil	Poor	11	4/27/40
Time Out for Lessons	Fair	11	12/23/39

JOHN NESBITT PASSING PARADE (8)

Baron and the Rose	Excellent	11	9/28/40
Dreams	Interesting	10	12/ 7/40
Forgotten Victory	Interesting	9	12/30/39
Hidden Master	Fair	10	4/27/40
Trifles of Importance	Very Good	10	7/27/40
Utopia of Death	Interesting	10	11/ 9/40
Way in the Wilderness	Fine	10	7/ 6/40
XXX Medico	Excellent	10	4/27/40

PETE SMITH SPECIALTIES (13)

Cat College	Excellent	10	7/27/40
Domineering Male	Excellent	10	3/30/40
Football Thrills of 1939	For Grid Fans	10	9/28/40
Let's Talk Turkey	Swell	10	11/25/39
Maintain the Right	Very Good	10	1/20/40
Please Answer	Very Good	9	9/ 7/40
Romance of the Potato	Good	9	12/23/39
Ski Birds	Excellent	8	11/25/39
Social Sea Lions	Novel	9	7/27/40
Spots Before Your Eyes	Excellent	10	6/ 1/40
Stuffie	Swell	11	3/ 9/40
What's Your I.Q.?	Good	7½	3/ 9/40
What's Your I.Q.? No. 2	Good	9	7/ 6/40

ROBERT BENCHLEY (4)

Day of Rest	Funny	10	10/28/39
Home Movies	A Howl	9	3/ 9/40
See Your Doctor	Very Funny	8	12/23/39
That Inferior Feeling	Excellent	10	1/20/40

SPECIAL SUBJECTS

Flags Speaks	A Must	19	5/ 4/40
Northward Ho!	A Trailer	9	3/ 9/40

FITZPATRICK TRAVELTALKS (12) (Tech.)

Calling on Colombia	Standard	8	4/27/40
Day on Treasure Island	Colorful	10	9/ 9/39
Land of Alaska Nellie	Good	10	1/27/40
Modern New Orleans	Interesting	9	6/ 1/40
Natural Wonders of Washington State	Okay	10	10/28/39
Night Descends on Treasure Island	Fair	9	3/ 9/40
Old Natchez	Good	9	2/ 3/40
Quaint St. Augustine	Charming	9	11/25/39
Seattle, Gateway to the Northwest	Standard	9	3/30/40
Sitka and Juneau	Interesting	9	4/27/40
Suva, Pride of Fiji	Pleasing	9	6/ 1/40
Valiant Venezuela	Standard	9	12/23/39

MGM 1940-41

	Comment	Running Time	Reviewed Issue Of
CARTOONS (18) (Tech.)			
Abdul the Bul-Bul Ameer		8	Not Rev.
Lonesome Stranger	Excellent	9	12/ 7/40
Mrs. Ladybug	Excellent	8	1/ 4/41
CRIME DOESN'T PAY (6)			
Eyes of the Navy	Excellent	22	10/19/40
Respect the Law	Very Good	20	2/ 1/41
You the People	Excellent	21	1/ 4/41
MINIATURES (10)			
Great Meddler	Very Good	10	1/ 4/41
Happiest Man on Earth	Unusual	10	2/ 1/41
More About Nostradamus	Timely	11	2/22/41
Rodeo Dough	Very Good	10	12/ 7/40
OUR GANG (9)			
Baby Blues		10	Not Rev.
Fightin' Fools	Good Fun	10	2/ 1/41
Goin' Fishin'	Standard	10	11/ 9/40
Good Bad Boys	Good	11	9/ 7/40
Kiddie Cure	Good Gang	11	12/ 7/40
Waldo's Last Stand	Flimsy	10	11/ 9/40
PASSING PARADE (9)			
American Spoken Here	Excellent	10	12/ 7/40
Whispers	Excellent	10	2/22/41
PETE SMITH SPECIALTIES (14)			
Penny to the Rescue	Excellent	10	2/ 1/41
Quicker'n a Wink	Excellent	18	11/ 9/40
Quiz Biz	Entertaining	10	2/22/41
Sea For Yourself	Holds Interest	10	1/ 4/41
Wedding Bills	Very Good	10	12/ 7/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
Alluring Alaska		10	Not Rev.
Beautiful Bali	As Usual	10	12/ 7/40
Capital City	Fair	9	9/ 7/40
Cavalcade of San Francisco	Too Late	9	9/28/40
Glimpses of Kentucky		10	Not Rev.
Glimpses of Washington State		10	Not Rev.
Haiti, Land of Dark Majesty		10	Not Rev.
Mediterranean Ports of Call	Out-dated	10	2/ 1/41
Old New Mexico	Fair	10	11/ 9/40
Old New Orleans	As Usual	10	1/ 4/41
Red Men on Parade		10	Not Rev.
Yosemite the Magnificent		10	Not Rev.

PARAMOUNT 1939-40

	Comment	Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)			
Ants in the Plants	Good	7	3/23/40
Fresh Vegetables Mystery	Clever	7	10/21/39
Snubbed by a Snob	Cute	7	5/18/40
Kick In Time	Good	7	2/24/40
Little Lambkin	Cute	7	8/17/40
You Can't Shoe a Horsefly	Cute	7	8/24/40
COLOR CRUISES (7)			
Argentina		10	Not Rev.
Chile	Fair Travelogue	10	12/16/39
Cuba		10	Not Rev.
Ecuador	Fair	10	9/16/39
Isle of Columbus		10	Not Rev.
Pacific Paradise	Interesting	10	7/13/40
Peru	Average	10	10/21/39
HEADLINERS (10)			
Artie Shaw's Class In Swing	For Swing Fans Only	10	8/26/39
Blue Barron & Orch	Good	10	6/ 8/40
Frankie Masters and His Orchestra	Entertaining	11	1/20/40
Have You Met Yvette?	Good	10	5/ 4/40
Here's Hal	Average Band Number	10	12/16/39
Jimmy Dorsey & Orch	Snappy	10	2/24/40
Moments of Charm of 1940	Very Good	11	11/ 4/39
George Olsen and His Music	Peppy	10	3/23/40
Ted Flo Rito & Orch	Good	11	11/11/39
Pinky Tomlin & Orch	Entertaining	11	8/17/40
PARAGRAPHICS (10)			
Bits of Life	Misses Fire	11	12/16/39
Busy Little Bears	Splendid	10	11/11/39
Dangerous Dollars	Informative	11	7/13/40
Not So Dumb	Excellent	10	3/23/40
Pictorial	Interesting	10	2/24/40
Pictorial No. 2	Satisfactory Filler	10	8/24/40
Public Hobby No. 1	Stamp-endous	10	9/ 2/39
Sugar Wind	Good	10	2/ 3/40
Television Preview	Interesting	10	5/18/40
Touchdown Review	Good Resume	10	1/27/40
POPEYE (12)			
Doing Impossikible Stunts	Good	7	8/17/40
Females Is Fickle	Good	7	3/23/40
Fightin' Pals		7	Not Rev.
Me Feelin's Is Hurt	Fair	7	5/ 4/40
Never Sock a Baby	Good	6	11/18/39
Nurse Mates	Fair	7	7/13/40
Onion Pacific	Satisfactory	7	6/ 8/40
Puttin' On the Act	Poor	7	8/24/40
Shakespearian Spinach	Funny	7	2/ 3/40
Stealin' Ain't Honest	Average	7	5/ 4/40
Wimmin Hadn't Oughta Drive	Excellent	7	8/24/40
Women Is a Myskery	Funny	7	6/ 8/40
POPULAR SCIENCE (6)			
No. 1	Very Good	10	9/23/39
No. 2	Very Interesting	10	11/25/39
No. 3	Interesting	10	1/27/40
No. 4	Exceptionally Interest'g	10	2/24/40
No. 5	Very Good	10	5/ 4/40
No. 6	Good	11	7/13/40

PARAMOUNT 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
SPORTLIGHTS (13)			
Aqua-Rhythm	Good	10	11/18/39
Blue Streak	Excellent	10	5/ 4/40
Bowling Skill	Very Good	10	2/ 3/40
Catching Whoppers	Thrilling	10	9/23/39
Cradle of Champions	Excellent	10	6/15/40
Dog Is Born	Excellent	10	11/ 4/39
Desert Adventure	Excellent	10	9/23/39
Human Fish	Excellent	10	2/24/40
Hydro-Maniacs	Exciting	10	8/26/39
Judo Experts	Excellent	10	1/20/40
Playmates of the Wild	Unique	10	5/18/40
Sink or Swim	Very Good	10	7/13/40
Two of a Kind	Fine	10	3/23/40
STONE AGE CARTOONS (12)			
Foul Ball Player	Fair	7	6/ 8/40
Fulla Bluff Man	Fair	7	8/24/40
Granite Hotel	Good	7	5/18/40
Springtime in the Rockage		7	Not Rev.
Ugly Dino	Cute	7	7/13/40
Pedagological Institution		7	Not Rev.
Way Back When a Nag Was Only a Horse	Okay	7	3/23/40
Way Back When a Night Club Was a Stick		7	Not Rev.
Way Back When a Razzberry Was a Fruit	Fair	7	8/16/40
Way Back When a Triangle Had Its Points	Fair	7	2/24/40
Way Back When Women Had Their Weigh		7	Not Rev.
Wedding Belts		7	Not Rev.
SYMPHONIC (3)			
Blue Danube Waltz	Glorious Music	10	10/21/39
Merry Wives of Windsor	For Music Lovers	9	11/11/39
William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	11	10/14/39
No. 2	Fairly Interesting	11	12/16/39
No. 3	Good	11	2/ 3/40
No. 4	Interesting	10	5/ 4/40
No. 5	Good	10	5/18/40
No. 6	Interesting	10	8/16/40

1940-41

	Comment	Running Time	Reviewed Issue Of
ANIMATED ANTICS (10)			
Bring Himself Back Alive	Good	7	12/21/40
Dandy Lion	Poor	7	10/ 5/40
Mommy Loves Poppy	Average	7	11/23/40
Sneak, Snoop and Snitch	Fair	7	11/23/40
Wild Oysters	Unusual	7	2/15/41
FASCINATING JOURNEYS (6) (Tech.)			
River Thames—Yesterday	Beautiful	10	11/23/40
Sacred Ganges	Dull	10	1/25/41
Village in India	Fair	10	2/22/41
GABBY CARTOONS (8) (Tech.)			
All's Well	Silly	7	1/18/41
Constable	Satisfactory	7	11/23/40
King For a Day	Fair	7	10/26/40
Two for the Zoo	Good	7	2/15/41
HEADLINERS (8)			
Gene Krupa & Orch	For Jitterbugs	10	2/22/41
Listen to Larry	Satisfactory	10	11/ 2/40
Johnnie Messner & Orch	Fair	11	12/21/40
Moments of Charm of 1941 (Tech.)	Pretty	10	10/ 5/40
MADCAP MODELS (6) (Tech.)			
Dipsy Gipsy		9	Not Rev.
Western Daze	Novel	9	1/11/41
PARAGRAPHICS (6)			
Breezy Little Bears	Excellent	10	1/18/41
Nature's Nursery	Excellent	10	11/ 2/40
Quiz Kids		10	Not Rev.
Seeing Is Believing	Fair	11	12/ 7/40
POPEYE (12)			
Eugene, the Jeep	Funny	7	12/ 7/40
My Pop, My Pop	Amusing	7	11/ 2/40
Popeye Meets William Tell	Funny	7	10/ 5/40
Problem Pappy	Fair	7	1/25/41
Quiet Pleeze		7	Not Rev.
With Poopdeck Pappy	Entertaining	7	12/ 7/40
POPULAR SCIENCE (6)			
No. 1	Good	10	10/ 5/40
No. 2	Interesting	10	11/23/40
No. 3	Interesting	10	12/21/40
No. 4		10	Not Rev.
ROBERT BENCHLEY (4)			
Trouble With Husbands	Great Fun	11	11/16/40
Waiting For Baby	A Howl	10	2/22/41
SPECIAL CARTOON (1) (Tech.)			
Raggedy Ann	Very Good	19	12/21/40
SPORTLIGHTS (13)			
Acrobatic Aces	Excellent	10	1/25/41
Canine Sketches		10	Not Rev.
Diving Demons	Beautiful Diving	10	10/ 5/40
Feminine Fitness	Very Good	10	12/21/40
Marine Round-up	Excellent	10	12/ 7/40
Motorcycle Stunting	Thrills Aplenty	10	11/23/40
Sporting Everglades	Very Good	10	10/26/40
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	10	10/ 5/40
No. 2	Interesting	10	12/ 7/40
No. 3	Good	10	2/15/41

RKO-RADIO 1939-40

	Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
Bill Poster	Very Good	8	5/25/40
Bone Trouble		9	Not Rev.
Donald's Dog Laundry	Very Funny	8	5/25/40
Donald's Vacation	A Scream	8	8/10/40
Fire Chief	Good	8	12/14/40
Goofy's Glider	Excellent	8	12/14/40
Mr. Duck Steps Out	Swell	8	5/25/40
Mr. Mouse Takes a Trip	Excellent	8	11/16/40
Officer Duck	A Scream	8	9/16/39
Pantry Pirate	Very Good	8	2/ 1/41
Pluto's Dream House	Excellent	8	9/14/40
Pluto's Playmate		8	Not Rev.
Put-Put Troubles		7	Not Rev.
Riveters	A Howl	7	5/25/40
Timber		8	Not Rev.
Tugboat Mickey	Excellent	8	5/25/40
Window Cleaners	A Scream	8	10/19/40
EDGAR KENNEDY (6)			
Act Your Age	Extremely Funny	18	10/ 7/39
Kennedy the Great		19	Not Rev.
Mutiny in the County		17	Not Rev.
Slightly at Sea		16	Not Rev.
'Taint Legal		16	Not Rev.
INFORMATION PLEASE (13)			
No. 1 (Rex Stout)	Like Radio Program	11	9/30/39
No. 2 (Gene Tunney)	Entertaining	10	10/28/39
No. 3 (C. B. Kelland)	Entertaining	10	11/18/39
No. 4 (Deems Taylor)	Very Good	11	12/23/39
No. 5 (Chris. Morley)	Good	11	2/10/40
No. 6 (Gene Tunney)	Very Good	10	2/17/40
No. 7 (C. B. Kelland)	Entertaining	11	4/ 6/40
No. 8 (Ruth Gordon)	Excellent	10	4/13/40
No. 9 (Elmer Davis)	Excellent	11	4/27/40
No. 10 (Deems Taylor)	Good	11	6/15/40
No. 11 (Chris. Morley)	Entertaining	11	6/15/40
No. 12 (Wendell Willkie)	Willkie Appeal	10	7/13/40
No. 13 (Elmer Davis)	Amusing	9	8/10/40
LEON ERROL (6)			
Bested By a Beard		20	Not Rev.
Scrappily Married		20	Not Rev.
Truth Aches		19	Not Rev.
Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)			
Canada at War	Interesting	18	3/ 9/40
America's Youth—1940	Satisfactory	19	4/13/40
Philippines	Interesting	19	5/11/40
U. S. Navy	Good	19	6/ 8/40
Spoils of Conquest	Good	17	8/10/40
Gateway to Panama	Okay	20	8/24/40
RADIO FLASH (8)			
Blamed For a Blonde	Very Funny	19	10/ 7/39
Chicken Feed		18	Not Rev.
Coat Tales		18	Not Rev.
Goodness a Ghost		16	Not Rev.
Twincuplets		20	Not Rev.
RAY WHITLEY (8)			
Bandits and Ballads		17	Not Rev.
Coralling a School Marm	Good	20	8/10/40
Cupid Rides the Range	Very Good	18	9/16/39
Molly Cures a Cowboy		19	Not Rev
REELISMS (13)			
Acres of Plenty	Very Good	9	11/ 4/39
Air Army	Timely	9	4/27/40
American Royal	Excellent	9	11/18/39
Hats		9	Not Rev.
Men of Muscle	Good	9	2/10/40
Navajoland	Very Good	10	2/10/40
Nevada Unlimited	Interesting	9	9/30/39
Siege	Startling	10	2/10/40
Stray Lamb	Unusual	8	6/15/40
Streamlined	Excellent	9	8/10/40
Vacation Diary	Exhilarating	10	2/17/40
Week End		9	Not Rev.
West Wall	Informative	10	12/23/39
SPORTSCOPES (13)			
Aquapoise	Swell	9	2/10/40
Arrow Points	Good Archery	8	9/14/40
Court Favorites	Interesting	10	4/27/40
Flycasting	Interesting	9	4/ 6/40
Gun Play	Fair	9	9/30/39
Hunting Hounds	Very Interesting	9	11/ 4/39
Hurdle Hoppers	Splendid	9	6/15/40
Ice Cutters	Good	9	11/ 4/39
Pennant Chasers	For Baseball Fans	9	4/ 6/40
Silent Wings	Interesting	10	6/15/40
Sky Game	Excellent	9	12/23/39
Trouble Shooter	For Golfers	9	9/14/40
Winter Playground	Splendid	9	12/ 9/39

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	Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
EDGAR KENNEDY (6)			
Drafted In the Depot		19	Not Rev.
Mad About Moonshine		19	Not Rev.
Sunk by the Census	Funny	18	9/14/40
Trailer Tragedy	Funny	17	10/19/40
INFORMATION PLEASE (13)			
No. 1 (Anna Neagle)	Excellent	11	9/14/40
No. 2 (Ruth Gordon)	Good	10	10/19/40
No. 3 (Alice Marble)	Swell As Usual	10	11/16/40
No. 4 (Louis Bromfield)	Excellent	11	12/14/40
No. 5 (Wendell Willkie)	Good	10	2/ 1/41

RKO-RADIO 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of
LEON ERROL (6)			
Fired Man	Mildly Amusing	20	2/ 1/41
He Asked for It	Very Funny	18	9/14/40
Tattle Talevision	Funny	19	11/16/40
MARCH OF TIME (13)			
On Foreign Newsfronts	Fair	19	9/21/40
Britain's R.A.F.	Very Informative	18	10/ 5/40
Mexico	Timely and Informative	19	10/26/40
Arms and the Men—U.S.A.	Timely	19	11/23/40
Labor and Defense—1941	Excellent	19	12/21/40
Uncle Sam—Non-Belligerent	Excellent	19	1/18/41
Americans All	Good	18	2/15/41
RAY WHITLEY (4)			
Bar Buckaroos	Good	16	11/16/40
Prairie Spooners		13	Not Rev.
PICTURE PEOPLE (13)			
No. 1	Interesting	10	9/14/40
No. 2	Good	9	10/19/40
No. 3	Night Club Plug	10	11/16/40
No. 4	Good	10	12/14/40
No. 5	Fair	10	2/ 1/41
SPECIAL SUBJECT			
Growing Up (Quins)	18. Wide Appeal	18	12/14/40
SPORTSCOPES (13)			
Kentucky Royalty	For Horse Lovers	9	10/19/40
Mat Men		9	Not Rev.
Quail Quest	Good	9	9/14/40
Snow Eagles	Excellent	9	2/ 1/41
Snow Fun	Exhilarating	9	12/14/40
Sportsman's Partner	For Dog Lovers	9	11/16/40

REPUBLIC

MEET THE STARS (12)			
Baby Stars	Excellent	10	2/ 1/41
Chinese Garden Festival	Good Starter	10	12/21/40

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ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Conquering the Colorado	Exciting	11	8/19/39
Filming the Fleet	Excentional	10	9/23/39
Sky Fighters	Excellent	10	12/ 9/39
Sanctuary of Seals	Unique	10	6/ 8/40
DRIBBLE PUSS PARADE—LEW LEHR (6)			
Cheerio My Dears		9	Not Rev.
Labor Savers	Amusing	9	3/30/40
Monkeys Is the Cwaziest People	Riot of Laughs	10	9/30/39
Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)			
For Going Places	Natural For Women	10	9/23/39
For Outdoors	Excellent	10	3/30/40
For Play Hours	Excellent	10	2/24/40
No. 8		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Aghileen Pinnacles	Excellent	11	10/14/39
Birthplace of Icebergs	Remarkable	11	8/19/39
Climbing the Spirit's Home	Interesting	10	3/30/40
Evergreen Empire	Interesting	10	9/23/39
Flying Stewardess		10	Not Rev.
Isles of the East	Excellent	9	6/ 1/40
Kangaroo Country	Interesting	10	12/ 9/39
Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)			
Action on Ice		10	Not Rev.
Big Game Fishing	Exciting	10	9/16/39
Clocking the Jockeys	Interesting	11	10/14/39
Following the Hounds	Outstanding (Tech.)	10	2/24/40
Over the Seven Seas	Fine	10	3/30/40
Top Notch Tennis	Good	10	2/24/40
TERRYTOONS (26) (10 in Tech.)			
All's Well That Ends Well	Fair	7	4/ 6/40
Catnip Capers	Good	7	6/ 8/40
Dog in a Mansion	Good	7	2/24/40
Edgar Runs Again	Very Good	7	2/24/40
First Robin (Tech.)		7	Not Rev.
Golden West	Clever	7	8/19/39
Hare and Hounds		7	Not Rev.
Harvest Time	Clever	7	2/24/40
Hitch-Hiker		7	Not Rev.
Hook, Line and Sinker (Tech.)		7	Not Rev.
Ice Pond		7	Not Rev.
It Must Be Love		7	Not Rev.
Just a Little Bull (Tech.)		7	Not Rev.
Love in a Cottage		7	Not Rev.
Much Ado About Nothing	Good	7	4/ 6/40
One Mouse in a Million	Fair	7	12/ 9/39
Orphan Duck (Tech.)	Diverting	7	10/14/39
Professor Offkeyski	Good	7	6/ 1/40
Rover's Rescue		7	Not Rev.
Rupert the Runt		7	Not Rev.
Sheep in the Meadow	Satisfactory	7	10/14/39
Swiss Ski Yodelers	Clever	7	6/ 1/40
Two Headed Giant (Tech.)	Good	7	8/19/39
Watch Dog		7	Not Rev.
Wicky Wacky Romance	Very Good	7	12/ 9/39
Wot's All the Shootin' For		7	Not Rev.

20th CENTURY-FOX 1940-41

	Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Midget Motor Mania	Unusual	10	10/12/40
Modern Highway		10	Not Rev.
Training Police Horses	Excellent	10	2/ 8/41
FASHION FORECASTS (4) (Tech.) ANNOUNCED—NOT MADE			
LEW LEHR COMEDIES (4)			
Grunters and Groaners	Tiresome	10	8/10/40
Tale of Butch the Parrot		10	Not Rev.
MAGIC CARPET OF MOVIETONE (8)			
Eskimo Trails	Enlightening	10	8/10/40
Isle of Mystery		10	Not Rev.
Land of Flowers (Tech.)	Colorful	9	8/10/40
Old Dominion State	Very Good (Tech.)	10	11/30/40
Spotlight on Indo-China		16	Not Rev.
RIPLEY'S BELIEVE IT OR NOT (4)			
Acquitted by the Sea	Excellent	10	10/12/40
SPORTS REVIEWS—THORGERSEN (6) (3 in Tech.)			
Bowling for Strikes	Great for Bowlers	10	10/12/40
Lure of the Trout (Tech.)	For Fly Casters	10	11/30/40
Rodeo Goes to Town	Good	10	2/ 8/41
Symphony in Snow		10	Not Rev.
Vacation Time (Tech.)	OK	8	8/10/40
TERRYTOONS (26) (13 in Tech.)			
Bill Mouse's Akwakade (Tech.)	Excellent	7	8/10/40
Club Life in the Stone Age		7	Not Rev.
Hairless Hector		7	Not Rev.
Happy Haunting Grounds		7	Not Rev.
Home Guard (Tech.)		7	Not Rev.
How Wet Was My Ocean (Tech.)	Excellent	7	10/12/40
Landing of the Pilgrims (Tech.)	Good Now	7	11/30/40
Lucky Duck (Tech.)		7	Not Rev.
Mississippi Swing (Tech.)	Rhythmic	7	2/ 8/41
Magic Pencil	Poor	7	12/ 7/40
Plane Goofy (Tech.)	Fair	7	12/ 7/40
Snow Man		7	Not Rev.
Temperamental Lion (Tech.)	Amusing	7	2/15/41
Touchdown Demons	Amusing	7	10/ 5/40
What a Little Sneeze Will Do	Good	7	2/15/41
When Knights Were Bold		7	Not Rev.

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CARTUNES (13) WALTER LANTZ (Tech.)			
A-Haunting We Will Go	Pretty Good	7	7/15/39
Andy Panda Goes Fishing	Fair	9	2/10/40
Kittens' Mittens	Good	9	2/24/40
Life Begins For Andy Panda	Amusing	9	9/30/39
100 Pygmies and Andy Panda	Good	7½	5/11/40
Scrambled Eggs	Cute	8	12/30/39
Sleeping Princess	Good Fun	7	12/ 2/39
Tom Thumb, jr.	Cute	8	4/ 6/40
GOING PLACES (15)			
66—Man-Made Jungle		10	Not Rev.
67—In the Heart of Africa	Very Good	9	10/21/39
68—Funny Birds—Here and There	Excellent	9	10/21/39
69—Playground of the Antilles	Interesting	9	12/23/39
70—Delicacy on a Half Shell	Very Good	9	12/30/39
71—Strange American Animals	Interesting	9	2/10/40
72—Rhodesia	Good	9	4/ 6/40
73—Working on the Railroads — The Country Goes to the Dogs	Excellent	9	3/30/40
74—Barbados	Interesting	9	4/20/40
75—Death Valley	Fascinating	10	4/20/40
76—Pretzels—Goat Farms	Good	9	5/11/40
77—Parlor Buckaroos	Interesting	10	6/22/40
78—Curacao	Timely	9	6/22/40
79—Coast of Curiosities		9	Not Rev.
80—Down El Paso Way		10	Not Rev.
MUSICALS (13)			
Boy Meets Joy	Good Diversion	20	9/ 2/39
Bullets and Ballads	Good	18	2/17/40
Folies Parisienne	Just Fair	18	4/20/40
Honolulu Bound		18	Not Rev.
I Dream of Jeannie with the Light Brown Hair	Fair	17	9/21/40
International Revels	Okay Filler	18	4/ 6/40
Naughty Nineties	Pleasing	18	6/22/40
Rhythm Jamboree	Fair Vaudeville	16	2/10/40
Rhumba Land	Good Vaudeville	18½	12/ 2/39
Snow Follies	Light Fare	19	12/30/39
Swing Hotel	Diverting	17	10/21/39
Swingin' in the Barn	Rustic Rhythm	19	6/22/40
Varsity Vanities	Swing Session	18	8/ 3/40
SPECIAL SUBJECT (1)			
March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)			
No. 66	Very Good	10	9/23/39
No. 67	Good	10	10/21/39
No. 68	Interesting	9	10/21/39
No. 69	Good	9	12/23/39
No. 70	Average	9	12/23/39
No. 71	Good	9	2/ 3/40
No. 72	Average	9	4/ 6/40
No. 73	Interesting	9	4/ 6/40
No. 74	Good	9	4/20/40
No. 75	Good	9	4/20/40
No. 76	Good	9½	5/11/40
No. 77	Good	9	6/22/40
No. 78	Average	9	6/22/40
No. 79		9	Not Rev.
No. 80		9	Not Rev.

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	Comment	Running Time	Reviewed Issue Of
CARTOONS (13) (Tech.)			
Crazy House	Satisfactory	8	10/12/40
Fair Today	Good	7	2/15/41
Knock, Knock	Very Good	8	11/30/40
Mouse Trappers	Amusing	7	2/ 8/41
Recruiting Daze	Fair	8	1/ 2/40
Syncopated Sioux	Clever	7	12/28/40
GOING PLACES (15)			
81—Coast Guard	Interesting	10	9/21/40
82—Sun Valley	Good	10	10/12/40
83—Arizona	Interesting	10	10/12/40
84—Melting Pot of the Caribbean	Good	10	12/28/40
85—Hunting on Top of the World	Fascinating	9	12/28/40
86—South of the Border	Interesting	10	2/15/41
No. 87		10	Not Rev.
No. 88		10	Not Rev.
MUSICALS—TWO REEL (13)			
Bagdad Daddy	Very Good	18	2/ 8/41
Beat Me Daddy-Eight to the Bar		17	Not Rev.
Class in Swing	Good Variety	16	10/12/40
Congamania	Latin Liveliness	20	11/30/40
Tickled Pinky	Rustic Rhythm	18	1/ 4/41
Torrid Tempos	Entertaining	18	11/30/40
SPECIAL SUBJECT (1)			
Swing with Bing	Excellent	18	4/13/40
STRANGER THAN FICTION (15)			
No. 81	Good	9	9/21/40
No. 82	Average	9	10/12/40
No. 83	Average	9	10/12/40
No. 84	Good	9	11/30/40
No. 85	Excellent	9	12/28/40
No. 86	Up to Par	9	2/ 8/41
No. 87		9	Not Rev.
No. 88		9	Not Rev.

VITAPHONE-WARNER BROS. 1939-40

BROADWAY BREVITIES (10)			
Alex in Wonderland		20	Not Rev.
Double or Nothing	Amusing	20	2/17/40
Ice Frolics	Entertaining	20	9/30/39
One for the Book	Entertaining	20	12/30/39
Public Jitterbug No. 1		18	Not Rev.
Remember When	Swell Entertainment	20	9/ 2/39
Slapsie Maxie's	Perfect Clowning	17	8/26/39
Spills for Thrills	Excellent	19	7/ 8/40
World's Fair Junior	Just Fair	20	11/ 4/39
Young America Flies	Excellent	22	7/27/40
COLOR PARADE (10)			
American Saddle Horses	Interesting	10	11/25/39
Famous Movie Dogs	Excellent	10	7/27/40
Gun Dog's Life	Sure to Please	10	5/18/40
Mechanix Illustrated #1	Good	10	9/ 2/39
Mechanix Illustrated #2		10	Not Rev.
Mechanix Illustrated #3	Interesting	10	2/17/40
Mechanix Illustrated #4	Interesting	10	6/15/40
Men Wanted	Interesting	10	4/13/40
New Horizons	Good	10	12/30/39
The Valley	Interesting	10	7/ 6/40
FEATURETS (Tech.) (8)			
Cinderella's Feller	Excellent	16	6/15/40
Monroe Doctrine	Excellent	16	10/28/39
Old Hickory	Outstanding	17	12/30/39
Pony Express Days	Excellent	19	7/ 6/40
Royal Rodeo	Entertaining	15	11/25/39
Service with the Colors	Sure-Fire	20	8/31/40
Singing Dude	Excellent	18	4/13/40
Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)			
Africa Squeaks	Hilarious	7	2/24/40
Ali Baba Bound		7	Not Rev.
Chewin' Bruin	Amusing	7	6/15/40
Film Fan	Excellent	7	1/ 6/40
Jeepers Creepers	Funny	7	10/ 7/39
Naughty Neighbors	Good	7	11/ 4/39
Patient Porky	Good Diversion	7	8/31/40
Pied Piper Porky	Good	7	11/25/39
Pilgrim Porky	Clever	7	4/13/40
Porky's Baseball Broadcast	Funny	7	7/ 6/40
Porky's Hotel	Good	7	9/ 2/39
Porky's Last Stand		7	Not Rev.
Porky's Pony Express		7	Not Rev.
Porky's Poor Fish		7	Not Rev.
Porky the Giant Killer		7	Not Rev.
Slap Happy Pappy		7	Not Rev.
You Ought to Be In Pictures	Novel	7	5/18/40
MELODY MASTERS (10)			
Dave Apollon	Average Musical	10	2/24/40
Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
Dipsy Doodler	Swingy	10	5/18/40
Woody Herman		10	Not Rev.
Vincent Lopez	Lively	10	9/23/39
Ozzie Nelson	Good	10	6/15/40
Romance in Rhythm	Satisfactory	10	4/13/40
Rubinoff and Orch	Good	10	11/ 4/39
Swing Styles	Good	10	8/26/39
Symphony of Swing	Satisfactory	10	12/ 2/39

VITAPHONE 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
MERRIE MELODIES (26) (Tech.)			
Bears' Tale		7	Not Rev.
Busy Bakers		7	Not Rev.
Ceiling Hero		7	Not Rev.
Circus Today	Clever	7	7/ 6/40
Confederate Honey		7	Not Rev.
Cross Country Detours	A Knockout	7	4/13/40
Curious Puppy		7	Not Rev.
Early Worm Gets the Bird		7	Not Rev.
Egg Collector		7	Not Rev.
Elmer's Candid Camera		7	Not Rev.
Fagin's Freshmen	Amusing	7	11/25/39
Fresh Fish	Swell	7	11/ 4/39
Gander at Mother Goose	Good	7	5/18/40
Ghost Wanted	Amusing	7	10/26/40
Good Egg		7	Not Rev.
Hardship of Miles Standish		7	Not Rev.
Land of the Midnight Fun	Superb	7	9/23/39
Little Blabbermouse	Amusing	7	8/ 3/40
Little Lion Hunter		7	Not Rev.
Mighty Hunters	Pleasing	7	2/17/40
Screwball Football	Swell Cartoon	7	12/30/39
Sioux Me	Clever	7	9/ 9/39
Sniffles and Bookworm	Cute	7	2/24/40
Sniffles Takes a Trip		7	Not Rev.
Tom Thumb in Trouble	Cute	7	6/15/40
Wild Hare		7	Not Rev.
SPECIAL RELEASE			
Cavalcade of Academy Awards	Fan Appeal	31	5/18/40
VITAPHONE VARIETIES (6)			
All Girl Revue		7	Not Rev.
No Parking	Fairly Funny	10	4/13/40
Organ Novelty	Fair	9	11/11/39
Radio and Relatives		10	Not Rev.
Sword Fishing	Exciting	10	10/ 7/39
Vote Trouble	Laughs	10	8/26/39

1940-41

BROADWAY BREVITIES (9)			
Alice in Movieland	Superlative	20	11/30/40
Dog in the Orchard	Meritorious	20	1/18/41
Just a Cute Kid		20	Not Rev.
Mack Sennett Revival		20	Not Rev.
Take the Air		20	Not Rev.
ELSA MAXWELL COMEDIES (3)			
Lady and the Lug		19	Not Rev.
Riding Into Society	T'Ain't Funny	19	8/31/40
Throwing a Party		20	Not Rev.
HOLLYWOOD NOVELTIES (10)			
Boar Hunt		10	Not Rev.
History Repeats Itself	Good	10	9/30/39
Football Highlights	Rockne Build-up	10	8/31/40
Mexican Jumping Beans	Very Good	10	11/30/40
Shark Hunting	Exciting	10	8/ 3/40
LOONEY TUNES (16)			
Calling Dr. Porky		7	Not Rev.
Haunted Mouse		7	Not Rev.
Joe Glow the Firefly		7	Not Rev.
Pre-Historic Porky	Clever	7	11/ 2/40
Porky's Bear Facts		7	Not Rev.
Porky's Hired Hand	Good	7	12/28/40
Porky's Snooze Reel		7	Not Rev.
Sour Puss	Satisfactory	7	11/30/40
Timid Toreador	Good	7	1/18/41
MELODY MASTERS (10)			
Cliff Edwards and His Buckaroos		10	Not Rev.
Henry Busse & Orch.	Good	10	11/30/40
Skinny Ennis & Orch.	Good	10	12/28/40
Jan Garber & Orch.		10	Not Rev.
Matty Malneck	Snappy	10	8/ 3/40
Freddie Martin & Orch.		10	Not Rev.
Joe Reichman & Orch.	Excellent	10	11/ 2/40
MERRIE MELODIES (26) (Tech.)			
Bed Time for Sniffles		7	Not Rev.
Cat's Tale		7	Not Rev.
Crackpot Quail		7	Not Rev.
Elmer's Pet Rabbit	Funny	7	12/28/40
Fighting 69½	Good	7	1/18/41
Good Night Elmer		7	Not Rev.
Goofy Groceries		7	Not Rev.
Holiday Highlights	Swell Satire	7	11/ 2/40
Malibu Beach Party	Grade A	7	8/31/40
Of Fox and Hound		7	Not Rev.
Shop, Look and Listen	Good	7	12/28/40
Sniffles Bells the Cat		7	Not Rev.
Stage Fright	Satisfactory	7	10 26 40
Tortoise Beats the Hare		7	Not Rev.
Toy Trouble		7	Not Rev.
Wacky Wildlife	Funny	7	12/ 7/40
TECHNICOLOR SPECIALS (6)			
Flag of Humanity	Splendid	20	10/26/40
March on Marines	Excellent	20	12/28/40
Meet the Fleet	Excellent	20	1/18/41
Wings of Steel		20	Not Rev.
SPECIAL SUBJECTS			
Christmas Under Fire	Heart Appeal	10	1/18/41
London Can Take It	Powerful	10	10/26/40
SPORTS PARADES (10)			
California Thoroughbreds	Interesting	10	12/28/40
Diary of a Racing Pigeon	Interesting	10	12/ 7/40
Dogs You Seldom See	Good Novelty	10	8/31/40
Fight, Fish, Fight		10	Not Rev.
Fly Fishing	For Anglers	10	10/26/40

MISCELLANEOUS

	Comment	Running Time	Reviewed Issue Of
Aida (Guaranteed)	For Music Lovers	9	5/11/40
Ave Maria (Malchain)	Impressive	10	7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	11/ 4/39
In the Bank (King of Comedy Pictures)	Still Good	19	11/16 40
Memory Lingers On No. 2 (Progress)	Excellent	10	8/ 5/39
Norway's Fete (Hoffberg)	Fair	10	5/18/40
On the Trail of the Tarpon (N. Y. Zoological Society)	Thrilling	11	1/13/40
Paper Hanger (King of Comedy Pictures)	Delightful	19	3/ 2/40
Rembrandt (Malchain)	Fascinating	11	7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	7/ 1/39
Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1939-40

Dist and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
Deadwood Dick	15 Chaps.	7/20/40
Green Archer	15 Chaps.	11/ 2/40
The Shadow	15 Chaps.	1/13/40
Terry and the Pirates	15 Chaps.	4/20/40

SERIALS 1939-40 (Cont.)

Dist. and Title	No. Chaps.	Reviewed Issue of
REPUBLIC		
Adventures of Red Ryder	12 Chaps.	6/15/40
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39
Winners of the West	15 Chaps.	5/11/40
1940-41		
COLUMBIA		
White Eagle	15 Chaps.	Not Rev.
REPUBLIC		
King of the Royal Mounted	12 Chaps.	8 17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40
Riders of Death Valley	15 Chaps.	Not Rev.
Sky Raiders	12 Chaps.	2/15/41

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SHOWMEN'S TRADE REVIEW

FILE

FILE

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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Vol. 34 No. 7

March 8
1941



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It's a comforting feeling (*like money in the bank!*)
To know that your theatre is fortified with
The most important asset in show business
Star Power!
Ever since this season started M-G-M has
Delighted the fans with star-crowded hits—
Here are more M-G-M star-spangled Big Ones on the way:

SPENCER TRACY • MICKEY ROONEY
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in **"DR. JEKYLL AND MR. HYDE"**

WILLIAM POWELL • MYRNA LOY
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CLARK GABLE • ROSALIND RUSSELL
in **"THE UNIFORM"**

And Friendly, Too!

The Editorial Page

The Heart of Show Business

Entirely unlike the business of which they are a part, the Variety Tent barkers go about their missions of charity and aid for the underprivileged in a quiet and unassuming manner. Publicity plays a minor role in the every-day drama being enacted by these men of the entertainment world.

Only in recent years has the industry at large found out the whys and the wherefores of Variety. And as it learned, it marveled at the thorough and remarkable job being done. Yet, the complete story has never been told. It will never be told via a twenty-four sheet or a press release.

Each year, at the National Convention, an opportunity is provided to peek behind the scenes. An increasing number of industry executives and men on the firing line have made the annual pilgrimage year after year. Perhaps the greatest get-together of the industry took place in Dallas last year. This year, in Atlantic City, and because of its close proximity to New York, a still larger home office representation is expected.

If there is no Variety Tent in your exchange center then you are missing something you should have and enjoy. A meeting place with fellow film men; an opportunity to participate in social get-togethers and thereby get to know the theatre and exchangemen in your area; a golden opportunity to help the less fortunate of your community. These are but a few of the things you miss when you are not part of Variety.

It is remarkable in an industry by no means innocent of petty jealousies, sharp competition, controversies and, sometimes, too bitter antagonisms, that once you enter the club rooms of your Variety Tent everything is forgotten except the keen desire to enjoy congenial surroundings and friends, participate in family nights and social functions and devise ways and means of raising money to help the under-privileged.

Truly, "The Heart Of Show Business."

▲ ▲ ▲

Rendering Service

The Ohio exhibitor organization managed by Pete Wood is rendering a service to its membership that might well serve as an example to other groups throughout the country.

Its close watch on all legislative matters is, of course, of prime importance because much of the theatreman's woes originate at that point. And in this connection we point out that the Ohio unit is presently striving to get a law through the state legislature to do away with newsreel censorship and its $3 per reel review charge.

Enlisting the aid of the leading newspapers of the state, their campaign is going forward at a rapid pace with encouraging indications that they will achieve their aim on this necessary bit of legislation.

▲ ▲ ▲

ASCAP Still Ailing

To add to its radio worries, ASCAP is faced with additional exhibitor opposition to its seat tax racket. From far-off Oregon comes word that the theatremen of that state are lining up solidly behind a proposed bill which follows the state law in neighboring Washington and which was recently upheld by a Federal Court decision declaring ASCAP "an illegal combination in restraint of trade."

It took many years for justice to catch up with this combine, aided and abetted by the radio industry plus some theatre interests, notably, the Minnesota exhibitors. While we are not greatly concerned over the ASCAP fight with radio we are, most certainly, very much concerned over a continuation of the present seat tax.

Perhaps if ASCAP were operated by a different crowd it might try to make peace with the exhibitors by cutting the seat tax out entirely and thereby save the organization much legal expense and headaches.

It is our opinion that within a comparatively short time no theatre will pay ASCAP a dime unless it goes to court to fight for it, which would be equivalent to spending a thousand dollars to collect a dime. ASCAP's treasury may not be able to stand that kind of spending.

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Glad You Like It

We have rarely experienced such a reaction as followed the appearance of the first of our new Advertising Clinic series in last week's issue. Even before the issue had a chance to reach the far west, enthusiastic letters were coming in from all branches of the industry, particularly from theatremen.

Much thought and effort went into the planning of this new service and no stone was left unturned to inject into it the new and novel slants so essential to building up interest in so necessary a trade paper service.

We urge all theatremen to not only read and follow each installment but to file away every one of them as the basis for a complete book on theatre-newspaper advertising covering every phase of this important part of your picture merchandising.

—"CHICK" LEWIS

MPTOA Meet Early in June

Kuykendall Warns That Big Pix May Be Held Out

MPTOA's convention will be held early in June at a place yet to be determined, it was announced this week by Ed Kuykendall, president. Originally it was planned for Mav but a number of conflicting events necessitated the postponement.

In a bulletin issued this week, Kuykendall forsees that some of the distributors may hold out strong product scheduled for release in the summer months so that these pictures can be used to bolster the first blocks of five to be offered to exhibitors under the terms of the consent decree. He also warns exhibitors of the danger of greatly increased film rentals because of "increase distribution costs, a bigger sales force, more legal expenses to meet, fabulous prices paid for stories, 'loss of foreign revenue,' the expected war boom, etc., not to mention the precedent set on prices by the first block sold to each theatre under the new system." In this connection, Kuykendall said, "This is going to be a real test of your ability as a buyer."

The MPTOA chief recommends that exhibitors contact the clerk of the arbitration tribunal in their exchange centers for information and advice on arbitration procedure. On the other hand, he points out that "there are recent indications that several of the distributors intend to make a more serious effort to adjust exhibitors' complaints and grievances than they have in the past." Therefore, he recommends difficulties be taken up with branch managers before going to the expense and uncertainties of legal procedure or arbitration.

Will Handle 'Wings' Roadshow Campaigns

Lynn Farnol and his recently organized Public Relations Service, have been retained by Paramount to handle the special road show engagements of "I Wanted Wings," Neil Agnew, vice-president in charge of sales, has announced. The first of these special engagements is planned for New York City and negotiations are now under way with the management of the Astor Theatre for the presentation of "I Wanted Wings" in this house in the near future. Following the Manhattan premiere Paramount is planning several additional road show engagements in a limited number of other important key cities. According to the terms of the agreement with Farnol, he and his organization will follow through on these subsequent road show presentations.

Re-issues "Last Mile"

Re-issue of a new "streamlined" version of "The Last Mile" through all its exchanges in the United States was announced this week by Astor Pictures Corp. New prints and accessories are being made.

QUIZ KIDS, IN MOVIES, MEET BOSSES



During a visit to New York last week the Quiz Kids dropped in to see Oscar E. Morgan, short subjects sales manager for Paramount and Neil Agnew, vice-president and general sales manager, after a preview of their first Paramount short. The juvenile brain trust will appear in a series of six shorts on Paramount's 1941-42 schedule. Left to right are Gerald Darrowm, 8-year old star of the program; Joan McCullough, Mr. Morgan, Joan Bishop, Mr. Agnew, Jack Lucal, Richard Williams and Van Dyke Tiers.

Production Ahead of Release

Majors Pile Up Backlog of Product for Opening of New Season; Several '41-'42 Pictures in Work

With nearly six months to go before the onset of a new season's releasing schedule, many of the producing companies are nearing the wind-up stage on their 1940-41 programs. The situation leaves the majority of the Hollywood studios with comfortable margins of time to spike out plans for the new product to be sold under the new consent decree plan of five-picture groups by companies signatory to the decree.

To give a specific example of how the production situation stands, Paramount, having sold 38 features at the beginning of the season, has delivered 22, has nine in the cutting rooms and seven still in production. This is the complete program with the exception of one Western.

MGM has completed 26 pictures, has four in the editing stage, and eight more in production out of a minimum commitment of 44. This leaves but six more to go on the current season's program.

RKO has 28 finished, four being edited and five in production out of a total commitment of 53. The company will probably deliver about 48 of this number leaving it but 11 to go to complete its program.

Twentieth Century-Fox has 34 completed, seven in the editing stage and two in production out of a commitment of 52. There are nine more to go, but "Miami," one of the 1941-42 pictures, is already in production. Indications are that the company will, as usual, deliver its full program.

Warner Bros. is in an equally favorable position with exactly half of its 48-picture schedule completed, the large total of 13 in the editing rooms and seven in production. This leaves the company with only four pictures to complete the current season's schedule. Since Warner Bros. does not assign release dates more than a month or two ahead, it is not known whether any of the pictures now in production is intended for the new season or not.

Of the companies not included in the consent decree, Universal is in the most favorable position. Forty-four of its total of 53 pictures has either been completed, is in the cutting room or in the last stages of production.

Republic has completed exactly half of its commitment of 58 pictures including Westerns and there are nine more in various stages of production. The company will probably deliver its full commitment or close to it.

Columbia has finished 18 of 45 features, has four being edited and six more in production. Indications are that this company, too, will deliver close to its full commitment.

Monogram, too, is in a favorable position, with over half of its feature production delivered and only Westerns lagging a bit.

42 Films, 16 Westerns For Mono. Next Season

Monogram will release 26 features and 16 Western pictures plus reissues of eight Westerns and three features which the company made several years ago, it was announced this week. Trem Carr will again be in charge of production after a lapse of two years. The company will hold its convention of franchise holders in Hollywood, the first week in April, at which time details of stars, authors, etc., will be given.

Decree No Panacea-Smith

But It Should Be Given Trial, Ohio ITO Chief Says

"The consent decree is the law of the land and should be obeyed accordingly, even though a majority of exhibitors did not want it," said Martin G. Smith, president of the Independent Theatre Owners of Ohio, in an exclusive interview with STR. He doubted whether the decree would solve the vexing problems facing the industry but felt that it should be given a fair trial, before another solution is sought.

Asked for his views on the bill sponsored in the Minnesota legislature by Northwest Allied, which bars distribution of films in blocks-of-five, and which would invalidate provisions of the consent decree, Smith, who operates an independent circuit in Ohio, said he had not yet thoroughly studied the measure. A cursory glance at the newspaper accounts of the bill, however, would indicate, he said, a possible conflict with the consent decree. Attorneys with whom he spoke, moreover, are prone to confirm his view that constitutional difficulties also may arise over the legislation.

Delay in distribution may be avoid-

(*Continued on Page* 8)

H. H. EVERETT

(The Man on the Cover)

President of Everett Enterprises, Inc., and one of the South's most progressive theatremen, "Heck," as he's widely known, is Chief Barker of Variety Club's Tent No. 24, Charlotte, N. C., and will receive for the Tent the Charter to be tendered by National Chief Barker John H. Harris, assisted by Bob O'Donnell at a gala ceremony next Monday evening in Tent 24's new club rooms at the Charlotte Hotel.

SHOWMEN'S Trade Review

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1501 Broadway
New York City

Important Dates

March 8: Warner Club ball, Waldorf-Astoria.
March 8: A. M. Goodman dinner, Cleveland Variety Club.
March 10: Charlotte Variety Club charter night dinner.
March 10-11: Allied-Independent Theatres of Iowa-Nebraska, Inc., meeting, Des Moines.
March 16: Boston Cinema Club dinner dance, Cocoanut Grove.
March 17: Gambol of the Stars, Cocoanut Grove, Ambassador Hotel, Los Angeles.
March 21: George Beattie testimonial, Hotel Jermyn, Scranton.
March 22: PRC convention, Stevens Hotel, Chicago.
March 27-29: Paramount Theatre Partners meeting, Hot Springs, Va.
March 28-29: Midwest Forum on Visual Teaching Aids, Congress Hotel, Chicago.
April 1: Republic regional sales meeting, Toronto.
April 4: AMPA 25th anniversary dinner-dance, Hotel Edison.
April 5-7: Texas Variety Club golf tournament, Dallas.
April 24: Annual AMPA meeting.
May 5-8: SMPE spring convention, Sagamore Hotel, Rochester.
May 12-14: National Film Carriers annual convention, Park Central Hotel.
May 15-17: National Variety convention, Traymore Hotel, Atlantic City.
June 18: Philadelphia Variety Club—The Exhibitor golf tournament, Philmont Country Club.

Plans Go Forward For Greek Benefit

Show to Have Widespread Cooperation, Says Schenck

Plans are going forward for the "Greek Festival for Freedom," mammoth benefit show to be staged at Radio City Music Hall, Friday, March 28, according to Marvin Schenck, who heads the production committee in charge of the show.

Unlike other benefit shows, it is said, the Greek Festival will have the cooperation of Hollywood studios, as well as that of the legitimate theatre and radio. With the price scale ranging from $1 to $10, tickets are now on sale in the Music Hall lobby and are also available at ticket agencies and at legitimate theatres.

Theatres in the New York metropolitan area cooperating with the New York Amusement Division of the Greek War Relief Week are being supplied with 24 collection boxes, 2,000 buttons, six head bands, six sashes and four half-sheet cards, two of each style, according to A. P. Waxman of the publicity committee. A special trailer featuring Melvyn Douglas to be used during the week of March 25-30 will be sent to all theatres by National Screen Service a few days before the drive opens.

An International Cartoon exhibition will further aid the drive. The show, believed to be the first of its kind, will be handled by John McGrail, formerly with the Hays office and Fox, who conceived the stunt.

Springfield, Mass.—Full cooperation with the British and Greek War Relief work in the communities of Western Massachusetts was pledged last week at a meeting of sixteen managers of Western Massachusetts Theatres, Inc., with home office executives. Managers were instructed by President Nathan Goldstein to offer their cooperation to local leaders of the relief organizations.

Delay Effect of ASCAP Decree

Nine Months To Be Given For Expiration of Contracts

The consent decree in the ASCAP case, which was signed this week, will not affect the payment of fees by exhibitors for a nine-month period, it was learned. Victor O. Water, Special Assistant Attorney General, told Federal Judge Henry W. Goddard that there were 20,000 licenses issued by ASCAP to non-radio users of ASCAP music and chaotic conditions would result if the nine-month period was not allowed to elapse for the majority of the contracts to expire. At the end of the nine months, all contracts still outstanding will have to be re-negotiated on the basis of the consent decree.

Under the decree, ASCAP is required to offer non-radio licensees the choice of paying on a per performance, per program or bulk basis. It is believed that most theatres will prefer to pay on a bulk basis as at present.

Nothing in the consent decree relieves theatres legally from paying the ASCAP seat tax, but this matter is being contested by exhibitors in various sections of the country.

Outline Plans For Nat'l Ads

Atlanta, Ga.—Plans for a national advertising campaign in which several of the current season's remaining productions and all the important pictures on next season's schedule will be advertised in thirteen publications with a total circulation of 4,000,000, were outlined by H. J. Yates at Republic's two-day regional sales meeting held here this week. Individual ads on four 1940-41 pictures will open the campaign in the May issues of nine fan magazines.

James A. Grainger, Republic's president, presided at the sessions, which were attended by A. C. Bromberg, Southern franchise owner; Branch Managers Henry Glover, Atlanta; W. M. Snelson, Memphis; L. V. Seicshnaydre, New Orleans; J. H. Dillon, Charlotte; Harold Laird, Tampa, and members of the sales forces of all offices in the Southern Division.

New York—Republic's fourth regional sales meeting opened at the home office Thursday, with Grainger and Yates heading the delegation of executives. Sales executives present included Branch Managers Morris Epstein, New York; Arthur Newman, Albany; Jack Bellman, Buffalo; M. E. Morey, Boston; Sam Seletsky, New Haven; Max Gillis, Philadelphia; Sam Seplowin, Detroit; Sam Gorrell, Cleveland; George Kirby, Cincinnati, and Franchise Owners Jake Flax, Washington, D. C.; Nat Lefton, Cleveland and Cincinnati; J. H. Alexander and Sam Fineberg, Pittsburgh.

U Execs. Get 7 Year Pacts

Salaries for $75,400 to $117,000 for Final Period

Seven Universal executives have been signed to seven year contracts by the company, it was announced this week. The contracts in most cases represent five-year extensions of existing contracts.

Those who come under the deal are J. Cheever Cowdin, chairman; Nathan J. Blumberg, president; Charles D. Prutzman, vice-president and general counsel; Clifford Work, vice-president in charge of studio operations; William A. Scully, vice-president in charge of domestic sales; Joseph H. Seidelman, vice-president in charge of foreign sales; and Matthew Fox, vice-president and executive assistant to the president. They will receive annual salaries ranging from $62,400 to $91,000 during the first two years and $75,400 to $117,000 for the five succeeding years.

Additional incentive compensation is also provided, Cowdin explained, through a profit-sharing plan under which the executives will receive a percentage of the operating income up to $2,500,000 and an additional percentage of operating income above that figure. Individual participations will range from ½ of 1 per cent to 1 per cent of operating income up to $2,500,000 and from 1 per cent to 2 per cent of operating earnings in excess of that amount. The contracts provide that these percentages are to be reduced proportionately to any future increase in tax rates and that balances blocked in Great Britain shall be excluded in computing operating income for any year, any adjustment with respect to these amounts to be made only when and as these balances are actually transferred into dollars.

TURNING TABLES

First aid equipment for Great Britain's rescue boats will be purchased by Italy's own dollars—25,650 of them—as a result of the rental to Italy of the two Selznick-International Pictures, "Rebecca" and "Intermezzo."

Winthrop W. Aldrich, president of the British War Relief Society, announced this week that Selznick is turning over the funds paid by Italy's film authorities for the picture to the organization and that the proceeds would be used to purchase blankets, warm clothing, hot drinks and radio equipment for the rescue boats.



THE TWO ACADEM

TOGE



Ginger Rogers, best performance by an actress..in "Kitty Foyle."

GINGER ROGERS

Vivaci

RKO RADIO PICTURES

PANDRO S. BERMAN
IN CHARGE OF PRODUCTION

with JAMES ELLISON · BEULA

NEW PRINTS; NEW ADS; NEW AC

AWARD WINNERS

THER!



James Stewart, best performance by an actor..in "The Philadelphia Story."

JAMES STEWART

s Lady

NDI • CHARLES COBURN

A GEORGE STEVENS PRODUCTION

Screen Play by P. J. Wolfson and Ernest Pagano

NATIONAL RELEASE DATE MARCH 28

SSORIES; FOR A NEW CLEANUP!

Special Shorts Sales Force

Paramount To Have Men In Each of Ten Districts

Paramount has created a separate sales organization for short subjects and newsreels, it was announced this week by Oscar A. Morgan, general sales manager for the departments.

There will be ten district sales representatives, all under Morgan's direct supervision. Eight of these already have been appointed and the remaining two will be announced shortly.

Those already set are: Richard Scheinbaum, Chicago; J. J. Curry, Los Angeles; James Harris, Boston; Edward Ugast, New York; Charles Duer, Denver; Harry Dodge, Atlanta; Saul Jacobs, Philadelphia, and Max Stahl, Cleveland.

Yet to be named are the sales representatives for the Dallas and Kansas City districts.

Three Repeat Winners Get 1940 Academy Awards

For the second successive year, David O. Selznick received the Academy Award for the year's best production. This year the winning picture was "Rebecca," and last year it was "Gone with the Wind." Another repeat winner was John Ford, who received the Award this vear for his direction of "The Grapes of Wrath." He got the 1935 "Oscar" for "The Informer." Walter Brennan won the Award for a third time for his supporting performance in "The Westerner." His previous "Oscars" were for "Come and Get It" and "Kentucky." For complete listing of Awards see page 20.

Orders Overtime Paid

Chicago—Federal Judge John P. Barnes has directed Filmack Trailer Company, of this city, to pay $2,769 to 67 employes in back wages due them in accordance with the overtime provisions of the Federal wages and hours law.

Set "Hopkins" Premiere

St. Louis—World premiere of Republic's "Sis Hopkins" will be held at the Fox Theatre here April 4, with Judy Canova heading the Hollywood delegation.



Seven Arbitration Complaints And a Law Suit Are Filed

Clearance Involved in Most of Disputes; RKO Is Plaintiff in Detroit Case; Indianapolis Arbitrators Set

Seven complaints, five based on clearance disputes, were filed by exhibitors this week in arbitration tribunals throughout the country. They were scattered in various parts of the nation.

Ignoring arbitration, the RKO Uptown, Detroit, has filed a lawsuit over clearance against five distributors and United Detroit Theatres.

Garbose Bros., Athol, Mass., owners of the York and Capitol, filed a complaint claiming unfair clearance enjoyed by Metropolitan, Paramount and Fenway Theatres.

The Evansville Theatre Corp., operators of the Rex, Evansville, Wisc., claimed that the Jeffris, of Janesville, Wisc., was getting unfair clearance from Paramount.

Jack Davis, of Monseigneur Enterprises, operating the Forum, Metuchen, N. J., filed a clearance complaint against the five majors and the Paramount, Oxford and Strand Theatres in Plainfield.

Richard De Toto, owner of the Gennesee, Mount Morris, N. Y., basing his claims on the "some run" provisions of the decree, has filed a complaint against Twentieth Century-Fox and Warner Bros.

Joseph's Drive-In Theatre, near Austin, Texas, complains that it cannot obtain sufficient product from MGM and 20th Century-Fox.

John Geyser, operator of the Florence, Florence, N. J., alleges that the Fox Theatre, Burlington, of the Atlantic Circuit gets unfair clearance.

Jack Fields, owner of the Cameo, Jersey City, N. J., claims that Skouras' Fulton, Apollo and Orient Theatres, within a mile of his theatre, and all seating under 500, have clearance over his house seating 1,450.

Meanwhile the list of arbitrators for the Indianapolis Tribunal was announced this week by C. V. Whitney, president of the AAA:

C. D. Alexander, General Mgr., Bemis Bros. Bag Co.; Louis J. Borinstein, capitalist and industrialist; Dr. C. B. Camp, professor of economics and business administration; Henry Holt, attorney and partner in Thomson & McKinnon; Fred Bates Johnson, attornev; Gustave C. Klippel, credit manager, Van Camp Hardware & Iron Co.; Prof. James E. Moffatt, head of department of economics; Murray H. Morris; Merchants Ass'n., manager; Prof. George W. Starr, director of Bureau of Business Research; Troy G. Thurston, CPA, partner in Geo. S. Olive & Co.

1,000 at ITOA Ball

Almost 1,000 persons attended the eighth annual ITOA movie ball Saturday night in the grand ballroom of the Hotel Astor. Many stars of the stage and screen were present.

Robert Herring Dead

Montreal—Robert Allan Herring, 56, co-proprietor of the Mount Royal Theatre, is dead.

Decree No Panacea - Smith

(*Continued from Page* 4)

ed, under the consent decree set-up, if distributors gear their distribution machinery in accordance with revised selling methods. He does not anticipate a shortage in product, however.

He expects that each of the majors would have a backlog of about 15 features when they start their selling season, and declared he did not think there would be a shortage of product because production would proceed as usual. The only change will be in distribution methods and with adequate forethought most of the problems can be solved. Smith expressed the hope that home office executives would instruct branch managers so that the latter will be familiar with all the aspects of distribution under the decree.

Trade showings will not aid the exhibitors, he declared, because few showmen will find enough time or avail themselves of the opportunity. Trade papers will play an increasingly important part in evaluating films and exhibitors will have to depend more upon reviews than ever before.

Smith suggested that, in the event the consent decree does not prove itself practicable, he favored returning to block selling, with a liberal cancellation privilege and with this important proviso: that pictures to be sold under this plan be identified as to star, director and story, so that the worst features of blind buying can be averted.

He urged exhibitors to be more courageous in playing single features and told of his success in playing outstanding films single at his Westwood and Eastwood in Toledo.

Improved economic conditions and better product should enable exhibitors to consider seriously raising admission prices, Smith asserted.

Although employment is up in Toledo, box office results to date have not yet justified predictions that profits would immediately soar skyward. When the defense program gets into full swing, however, he expects that theatres would benefit accordingly.

Former Exhib. Dies

Santa Barbara—A former Canadian theatreman, and uncle of Norma Shearer, film actress, Edwin Percival, 62 years old, died at his Montecito estate, near here, early Tuesday morning. Douglas Shearer, M-G-M sound engineer, is his nephew.

UA To Finance Production

Plan Would Ensure More Product for Co.'s Release

Murray Silverstone, chief of worldwide operations of United Artists, this week announced plans for the formation of a company to finance a selected few producers of established reputation who would release their productions through UA. The plan marks a departure from the previous policy of the company, which hitherto has confined its activities solely to distribution of pictures in the production of which UA had no financial interest.

Silverstone announced also that he had evolved a new plan for increased payments to producers under the UA banner, which, he hoped, would provide added incentive in the making of smash hits. Under the proposed plan, he said, producers would receive a greater percentage of revenue and would pay reduced distribution costs to UA.

The purpose of the company's financing plan, Silverstone said, is to provide backing for successful producers whose past records indicate that such an arrangement would give them ample latitude to carry out their own ideas. The stock of the contemplated company will be privatcly owned. Operations are expected to start shortly, the executive said.

Paying tribute to Samuel Goldwyn, now engaged in litigation with United Artists, Silverstone said he is "a credit to the industry and I wish he'd remain with us," and that negotiations are still pending for settlement of the dispute.

Alexander Korda, he said, is preparing to launch production on two pictures, one of them a Merle Oberon picture, "Men in Her Life," and scotched what he termed "wild rumors" about the producer's reported dissatisfaction in his relations with the company.

The executive, in outlining plans for next season, said that UA would probably add two producers to the 14 now on its roster.

IATSE Opens Drive to Organize Seven Theatres

Grand Rapids, Mich.—An organizing drive against seven non-union theatres here has been started by the IATSE. Pickets have been assigned to the Savoy Theatre, said to be the kev house.

UNIFORM BLOCKS

Present indications are that blocks-of-five pictures made up by the five major distributors will be the same throughout the country. One important consideration alone practically dictates this. Contract departments in the home offices would add immeasurably to their work if the blocks were not uniform for each situation. Sole exceptions to this are likely to be those theatres which are only open two or three days a week.

SO STARTS 2nd SMASH WEEK RADIO CITY MUSIC HALL!

as

SO ENDS OUR NIGHT

adds another hit engagement to its record, with

SO MUCH PRAISE . . . from Walter Winchell who says: "Orchids to 'So Ends Our Night'. Good cinema with Sullavan and March being their talented selves!" . . from Time Magazine which reports: "It has the pace of a thriller!" . . from the New York Daily News which writes: "An outstanding picture, poignantly dramatic!"



starring FREDRIC MARCH · MARGARET SULLAVAN · FRANCES DEE

with Glenn Ford · Anna Sten and Erich Von Stroheim

Directed by JOHN CROMWELL · Screenplay by Talbot Jennings · From the novel "Flotsam" by Erich Maria Remarque ·

The Talk of the Tents Up and Down the Land

Variety Club Notes

JOHN H. HARRIS, NATIONAL CHIEF BARKER

Weekly Get-Together of Filmdom's Good Fellows

Tent No. 1—Pittsburgh

Guests at the club this past week included Mr. and Mrs. Glen Riggs (Mr. Riggs was formerly staff announcer at KDKA and now is with NBC in New York), Christy Wilbert of the 20th Century-Fox Publicity Department, and Mr. Knowles and Mr. Cotton of Buffalo.

Vacationing barkers are I. Elmer Ecker, Mike Shapiro and Archie Fineman, all of whom are taking it easy at Hot Springs. Al Weiss has returned from his Florida and Cuba vacation. He claims he had to go to Cuba because it was so cold in Miami.

All barkers are working hard to put over the opening of "Fantasia" at the Fulton Theatre which they are sponsoring for the benefit of the Greek War Relief Fund.

Barker Harold Lund is in New York on Ross Federal business and Barker George Tyson is on his way to the Coast to handle the advance publicity for the Ice Capades of 1941.

Bill Finkel was king for the day at the Monday night dinner on March 3.

Tent No. 2—Columbus

Barkers Myron B. Gessaman (Chairman), Col. Lynn Black and P. J. Wood are in charge of the dinner for county, state and city officials to be held Friday, March 14. A. F. Conard is the newest member of Tent No. 2.

Russ Bovim and Harry Schreiber are serving as co-chairmen of the Greek Relief Drive in Columbus. Bill Ortman is at home recovering from a minor operation. Harry Young is up and around after several days in bed. Mike Cullen is back on the job after his bout with cold germs. Bill Pancake has been hobbling around due to a badly sprained ankle. Bob Pullin has received his orders to report on March 15 to Fort Benjamin Harrison. He's a First Lieutenant, no less.

Charter Member James V. Peppe is back in town during the stage show engagement of Sammy Kaye, his protege, at Loew's Broad. Jim is now a confirmed Manhattanite. That Parisian atmosphere around the clubrooms was due to members of the Palace's Folies Bergere cast, who were frequent visitors during their week's engagement here.

Tent No. 3—Cincinnati

Ladies' Night at the tent last Saturday, proved to be one of the most enjoyable evenings in the history of the club. Members' wives worked hard for over a week gathering various articles for the big raffle and auction. Many of the articles were quite valuable and bargains were secured by all the fortunate ones. There were hams, turkeys, chickens both dressed and otherwise, groceries, baskets of fruit done up in Christmas style, and home made cakes that made your mouth water. Colonel Arthur "Applesauce" Frudenfeld, magician Harry Blackstone and Ye stinster acted as auctioneers, all three finishing up with sore throats but no prizes. The ladies should be congratulated. And speaking of Blackstone, the magician, wherever he went in the club he was surrounded by a crowd of eager faces, all of them admiring his card tricks. And Blackstone is one of those obliging fellows, will do tricks as long as he has an audience, and can he do them.

Bert Stearn, the United Artists big chief of this district, was in town conferring with his local manager, Harris Duddleson. Harry Schwartz, former Lexington, Ky., exhibitor, is looking for new theatres. All attention on the 3d of March was focused on the indoor picnic at the tent. This affair was for members and friends, stag, and something new in the entertainment line. The menu consisted of barbecued chicken and all the trimmings including the hot sauce, and the festivities were of a nature that pleased the many hundreds attending. Allan Moritz, of Columbia fame, was the big boss of this affair and should be congratulated upon its success.

Tent No. 5—Detroit

Big event of the week was the Industry Get-Acquainted Night, at which Beatrice Mattingly, who is secretary to John Howard, Paramount manager, scored a double triumph, being selected as Queen of the Motion Picture Industry, and also as the perfect secretary, based upon her abilities shown in the spelldown. Runner-up for the beauty contest was Bess Moses of 20th-Fox, and in the spelling bee, Evelyn Cass of National Screen Service. The event was the best attended frolic of the year, and showed the active interest of exchange and circuit employes in the goings-on of Variety.

Current big attraction is a Circus Night, an annual affair for Detroit Tent, with stars of the Shrine Circus, including the biggest names in this field of show business, among those attending. The event was arranged by the irrepressible Bill Carlson, who's slated to be future Potentate of the Shrine.

Jack Keegan, formerly a Milwaukee tent member, is transferring here. He comes as film buyer and assistant to the president at United Detroit Theatres, replacing Ed Hyman, who goes to the N. Y. office.

Final touches are being given to the committee list, and the year's activities will be in the hands of careful planners. A fairly large

NATIONAL VARIETY CONVENTION NOTES

Atlantic City, March 2nd—First meeting of the committee on arrangements was held at the Traymore Hotel here with the following representatives in attendance: John H. Harris, National Chief Barker; James Balmer, National Dough Guy; Virgil Jackson, Columbus; Al Kane and Harry Browning, Boston; Earle Sweigert, Jay Emanuel, Sam Schwartz, P. Tyrell, Roy O'Rourke, Henry Friedman, Wm. P. McAvoy, Leo Beresin, Philadelphia; Burt King, Dallas; David Newman, Detroit; Joe Grant, Baltimore; Bill Onie, Cincinnati; Hardie Meakin, Washington; Ben Blotcky, Minneapolis; John Bachman, Charlotte; Harry Kalmine, Pittsburgh; Bert Stearn, Cleveland and Indianapolis; Wm. Keyes and Roy Wells, Dayton, George Weigand, St. Louis; "Chick" Lewis, New York.

The following committee chairmen were elected. In each instance the chairman, tent or national headquarters will appoint the other members of each committee: Executive Finance: Frank Gravatt, Phila.; Honor Guests, East: Ned Depinet, Grad Sears; West: Bob O'Donnell, Walter Wanger, Paul Short; Entertainment: Eddie Sherman and Harry Mayer, N. Y.; Transportation: Bill Clark, Phila.; Greeters: George F. Wielland, Atlantic City; Boardwalk Parade: Ted Schlanger, Phila.; Boardwalk and Street Decorations: Emanuel Munzer, Atlantic City; Registration and Hotels: Henry Friedman, Phila.; Program Printing and Make Up: Jay Emanuel, Phila.; Program Advertising: Chick Lewis, New York; Golf Tournament: Burt King, Dallas; Technical: Wm. A. McAvoy, Phila.; Souvenir and Badge: Max Levin, Phila.; Publicity: "Chick" Lewis and Red Kann; Newsreel: Earle Sweigert, Phila.; Photo and Hi-lites: Jay Emanuel, Phila.; Fishing Party: Frank Elliott; Boxing Show: Pete Tyrell, Phila.; Radio: Dr. Leon Levy, Phila.; Banquet and Service: Joe Grant, Baltimore; Games and Money Script: Wm. A. McAvoy, Phila.; Heart: John Maloney: Humanitarian: Hardie Meakin, Wash.; Attendance: Jim Balmer, Pitts.; Dais and Speakers: Earle Sweigert, Phila.; Exhibition: Ray O'Rourke, Phila.; General Committee: John H. Harris, General Chairman, Earle Sweigert, Associate Chairman.

Attendance, transportation, etc., from each tent will be handled by a special committee to be appointed by each chief barker. These committees will then work in close cooperation with the same national committees to coordinate the activity and bring about a record attendance. Ways and means of encouraging attendance will be arranged through the various groups all working towards the same end.

According to tentative arrangements a special 24 sheet will be posted throughout the entire country, each tent to receive the number needed for the stands the tent can obtain. A substantial number of them will be posted throughout the eastern seaboard.

The full General Convention Committee will consist of all those who attended this preliminary meeting in Atlantic City and one member from each tent not represented at that meeting.

On the General Arrangements Committee, and because of their close proximity to Atlantic City, associate chairmen will be Louis Rome of Baltimore, Earle Sweigert of Philadelphia, and Carter Barron of Washington.

Associates for the Gold Tournament Committee selected thus far are: Moe Horowitz, Cleveland, John Howard, Detroit, Sam Galanty, Washington, Art Levy, Pittsburgh and Milton Rogasner and Harry Ball of Philadelphia. In connection with the Tournament each tent will be asked to furnish a valuable prize to encourage keen competition. These will be in addition to the other cups and trophies.

Police Chief Charlie Rader of Dallas will be invited to the convention as a special guest of National Variety as a token of appreciation for the splendid cooperation and help rendered by him in Dallas last year.

Premilinary plans, which will be fully augmented with a complete round of activities for three days of the convention, call for a boxing show on Thursday night, May 15th; a special sea-food dinner on Friday night followed by a Nite Club Party after the dinner at an outstanding club large enough to take care of the crowd expected at the convention. The golf tournament will, in all probabilities, be held on Saturday and the big banquet on Saturday night.

Special provisions are being made to satisfy the demand for equipment exhibition space in the main lobby of the hotel. Tents receiving requests for further information about exhibition space are requested to forward same to Ray O'Rourke, at the Philadelphia Tent.

Information regarding advertising and rates for the spectacular convention program should be addressed to "Chick" Lewis at 1501 Broadway, New York City. The make up, art work and printing of the program will be handled by Jay Emanuel of Philadelphia.

Chief Barkers are urgently requested to keep the Variety Pages in STR fully informed of their individual plans and activity for the convention. The exchange of ideas will materially aid other tents to do their part in making the convention as a whole a tremendous success.

JOHN H. HARRIS,
National Chief Barker.



JANE RUSSELL and JACK BUETEL

The two most thrilling star-discoveries in years . . . brought to the screen by Howard Hughes, they mean new life-blood to your business!

Printed in U.S.A.

The Lady Known as Rio...

AND THE WEST'S MOST FAMOUS BAD MAN!



The OUTLAW

The Story of Billy the Kid

Produced and directed by

HOWARD HUGHES

with

THOMAS MITCHELL · WALTER HUSTON

The last time *Howard Hughes* said he had someone to show you, he gave you two new stars . . . *Jean Harlow* and *Paul Muni*. Now he makes the same promise again and —

presents

JANE RUSSELL · JACK BUETEL

Story and Screen Play by Jules Furthman
Photography by Gregg Toland, ASC

Released through Twentieth Century-Fox Film Corp.

number of Barkers are still in the South, others are planning to go in the next few weeks, so Detroit Tent is well represented in the holiday climes. No South American cruises reported so far this year, however.

Tent No. 10—Indianapolis

All are very happy in Tent No. 10 because attendance has been excellent. The entertainment committee, under the direction of Carl Niesse, is providing excellent parties; each one is different and those attending are having so much fun that by now the club rooms are scarcely large enough to handle the crowds.

The Indiana Medical Association has honored the Tent by placing a bronze plaque in the lobby of the Medical Building, giving due recognition to the Indianapolis Variety Club for its contribution to the Blood Bank which, since its inception last summer, has already saved eight lives. A liberal contribution was made to the President's Birthday Ball Fund to help on the infantile paralysis work. The Variety Club is now working on the Greek War Relief Drive and plans are being made for a City Wide Tag Day for this cause.

Tent No. 11—Washington

Hon. Jesse H. Jones, Secretary of Commerce and Federal Loan Administrator, was honored at a luncheon of the Tent last week receiving from Chief Barker Hardie Meakin the gold membership card symbolic of his honorary membership in Variety Clubs of America. Kings for the Day were Carter Barron and Nate Golden, who works for Jones in the motion picture division of the Commerce Department. Former Chief Barker Sid Lust and Treasurer Sam Galanty have returned after a stay in Fla.

Next big event on the Variety calendar is the Rudy Berger Dinner on April 7 at the Willard Hotel. Sidney Lust was named chairman of the general committee which will honor the newly elevated district manager for MGM in this territory. Theme of the dinner is "Thirty Years in the Motion Picture Business." The genial welfare chairman of the Tent is a former Chief Barker and has for many years been he head of the welfare committee which has brought fame to the local Tent. Working with Barker Lust will be vice-chairmen Hardie Meakin and Abe Lichtman; Sam Wheeler, tickets; Carter Barron, entertainment; Alvin Newmyer, toastmaster; Sam Galanty, treasurer; Harry Somerville, menus; Ed Haley, printing; Charles Stofberg, publicity; Herbert Sauber and Fred Kogod, decorations; Joe Morgan and Charles Schulman, gift; the out-of-town groups will be headed by William Crockett, for Virginia; Sam Soltz, for Maryland; William B. Hines, West Virginia; George Schwartz, Delaware; A. Julian Brylawski, District of Columbia, and Lyle Wilson, North Carolina; representing the independent distributor, Jake Flax; M-G-M distribution and theatre dept. of N. Y., Carter Barron; Harry Cohen will contact personal friends of Berger; Carter Barron and Ed Melniker will take care of the head table; hotel accommodations, Ed Fontaine and John Allen, and Joe Morgan will write up the little intimate stories about Berger, who incidentally is down in Fla. with his wife.

Tent No. 12—Minneapolis

Another big night is scheduled for the club this week when Ann Corio and members of the Alvin Theatre cast and the International Casino Revue, playing at the Orpheum, will be guests at an open house. They are live wires, those entertainment committee heads, Lowell Kaplan and Charlie Rubenstein, who are responsible for this affair; Earl Carroll's "Vanities" party was a humdinger and the Saturday night rhumba sessions in the club rooms are a positive sensation, drawing capacity crowds.

The club installed 16 radio sets in the children's wards of the Minneapolis General Hospital which were entirely without the instruments. Tickets are going fast for the "Gold Days Rush of '49" show on March 15. Lots of fun is promised for everybody on this occasion. Prior to the club room affair for the Alvin and Orpheum performers Tuesday night, members will hold a theatre party at the Alvin as a testimonial of friendship for Barker Harry Hirsch and Harry Katz who are operating the house with stock. The advance sale of seats makes certain it will be a huge turnout.

Jack Flynn, M-G-M district manager, was a club room visitor. Barker Abe Kaplan threw his annual birthday party for his dad who is 85 years old and hale and hearty. Ed. Ballew, United Artists' exploiteer in from Detroit, paid a visit to the club. Don Buckley in from Redwood Falls, Minn., and Jack Heywood, Chippewa Falls, Wis., also stopped over. Barker Eddie Ruben is receiving members' congratulation because of his victory in the LaCrosse, Wis., film suit. Treasurer Joe Podoloff is off with his wife for a Florida vacation. Bonnie and Bill Benfield, Morris and Graceville, Minn., exhibitors, stopped in vacation-bound to Hot Springs, Ark.

Tent No. 13—Philadelphia

Charles Goldfine left for Florida . . . House Chairman Henry Friedman has the sympathy of the Variety Club on the recent death of his mother . . . Barker Elmer Wilschke's father also passed away . . . New faces: Francis L. McNamee, Raymond Rosen, David Bortin, Alexander Rosenman, Robert Friedberg, Arthur Simon, Al Paul Lefton, are new Barkers . . . General Membership Meeting will be held March 10 . . . British officers of their Merchant Marine were entertained, viewing several short subjects. Open House is set for Saturday, March 8. March 15, a formal dinner dance honoring Chief Barker Dr. Leon Levy will be held.

Tent No. 18—Dayton

Chief Barker Bill Keyes and National Director Roy Wells attended the meeting in Atlantic City Sunday to make plans for the May convention. Wells together with Eddie Herbert returned a few days before from a Florida vacation. Eddie's pride and joy is a seven-foot, three-inch sailfish weighing 46 pounds. It's the biggest sailfish caught this season off Stuart, Fla.

The tent held a farewell party Thursday night for Charles Bauman, the first member of Tent 18 to be drafted. Monday night the cast of "Screwballs of 1941" were guests at the club and held their regular weekly meeting of the screwballs in the club rooms. Other guests included Freddy Fisher's Schnickelfritz band.

Quick work by Dan Davenport, manager of the Mayfair Theatre, prevented a stampede at a fire there last week. All the 700 patrons filed out in an orderly manner; damage, mostly from smoke and water, was $3,500, the theatre reopened three days after the fire.

"Dutch" Hofferbert returned from a five-week combination business trip and holiday through the south and southwest. Harry Condron hied up to Chicago over the week-end to look over the night spots. He and Carlton Edwards are opening a new night club in suburban, swanky Oakwood. Condy says entertainment will be the big feature. Bill Clegg and wife are now vacationing in Florida. Herb Byrd is proudly exhibiting his new cocker spaniel . . . the dog, first time out, took a second and third in the Dayton dog show. J. Moore replaces Homer Guy as manager of the Columbia Theatre. Guy will become affiliated with the Hirst burlesque company as general manager of their western string of 22 houses.

Tent No. 21—Atlanta

Walter W. Anderson, Sr., manager of the Columbia exchange, a position which he had held for the past 10 years, died at his residence, Sunday. He was also a member of the Board of Directors of the Atlanta Variety Club and an active worker in the organization, and a member of Palestine Lodge F. & A. M. Funeral services were held Tuesday. The Variety Club attended in a body.

Many members of the club attended the funeral of Mrs. Hal J. Davis, wife of the popular United Artists Film Exchange executive, who died suddenly a few days ago. Mrs. Davis was a frequent visitor to the club rooms and was extremely interested in Variety.

Visitors to the club rooms for the week have included Fifi D'Orsay of screen, stage and radio, and Lee Dixon, the Warner Bros.' dancing star, both of whom are making personal appearances at the Capitol Thatre. Miss D'Orsay was a guest of the club at the monthly meeting.

Tent No.22—Oklahoma City

The following committees have been appointed by Chief Barker L. C. Griffith; Membership: Jake Watkins, Chairman; J. N. Byrd, J. J. DeVine, Jimmy Hobbs; Charity: Henry Griffing, Chairman; Bill Moran, B. J. McKenna, Sol Davis, J. Eldon Peek, H. E. McKenna; House: H. R. Falls, Chairman; Dan James, Jimmy Hobbs, Robt. D. Curran, Robt. D. Hutchinson, Sol Davis, ex-officio member; Entertainment: Jimmy Burge, Chairman; H. R. Falls, Dan James, Tom Reed, W. B. Zoellner, H. O. Stark; Finance: W. B. Zoellner, Chairman; B. J. McKenna; Historical: Chas. Dees, Chairman; Chas. W. Clark, Otto Rohde, C. A. Gibbs; Movies for Shut-ins: H. O. Stark, Hi Berling, Howard Wortham, Joint Chairmen; Projectionists, Assistants, etc.; Ways and Means: C. B. Akers, Chairman; Jimmy Burge, H. R. Falls, Harold Braucht, Frank Fonvielle, Forrest Swiger; Publicity: Jimmy Burge, Chairman; C. O. Fulgham.

Griffith and Horace Falls were chosen delegates to the National Convention.

Greetings

to

Charlotte Tent No. 24

Officially Receiving Charter Monday March Tenth

The Variety Clubs of America

"The Heart of Show Business"

The Box Office Slant

Here Comes Happiness

(Hollywood Preview)

Warner Bros. **Comedy Drama** **57 mins.**

(Prod. No. not set—Nat'l Release, March 15)

AUDIENCE SLANT: (FAMILY) SMOOTH, LIGHT ROMANCE OFFERING GOOD COUNTERBALANCE TO ANY SERIOUS FEATURE.

BOX OFFICE SLANT: LACK OF NAME PLAYERS WILL HOLD ITS DRAW TO BELOW AVERAGE.

Cast: Mildred Coles, Edward Norris, Richard Ainley, Russell Hicks, Marjorie Gateson, John Ridgely, Eddie Acuff, Lucia Carroll, Helen Lynd, Marie Blake, Edward Gargan, Vera Lewis, Joseph Crehan, Ann Edmonds, De Wolf Hopper, Creighton Hale, others. **Credits:** Directed by Noel N. Smith. Associate Producer, William Jacobs. Screenplay by Charles Tedford from a story by Harry Sauber. Director of photography, James Van Trees. Film editor, Harold McLernon.

Plot: Mildred Coles, debutante, aided by her father, runs away from the engagement announcement party planned by her society mad mother, Marjorie Gateson. Posing as a working girl, she becomes engaged to Edward Norris, ambitious young building cleaner. He misunderstands her attempt to use some of her father's money to help him start business for himself. Her father tricks her society fiance into leaving and substitutes Norris at the wedding.

Comment: Smooth presentation of a standard romantic comedy plot, coupled with capable performances by the various principals, makes this a satisfactory supporting feature for any house. Outstanding is the work of Russell Hicks as the down-to-earth father of the heiress, Edward Norris, as the man who finally wins her, and Richard Ainley, in the short and thankless role of the dollar-hunting society fiance, while Mildred Coles meets adequately the slight acting demands of her role and is definitely easy on the eyes. Director Noel Smith got every possible laugh and bit of action and makes the story interest all along, despite the fact that there is never any possible doubt as to the plot's outcome. Sell it through letters to the advice-to-the-lovelorn columnists asking whether a society girl is justified in turning down her mother's choice for a young working man. Fashion stills of Mildred Coles should prove easy to plant with the smarter shops.

Catchline: "Mother proposes—father disposes—in a wholly modern romance."

Melody for Three

(Hollywood Preview)

RKO-Radio **Drama with Music** **67 mins.**

(Prod. No. 124—Nat'l Release, March 28)

AUDIENCE SLANT: (FAMILY) SHOULD APPEAL TO THEATREGOERS IN EVERY WALK OF LIFE. ABOVE-THE-AVERAGE FAMILY ENTERTAINMENT.

BOX OFFICE SLANT: HEAD AND SHOULDERS ABOVE THE REST OF THE SERIES. COULD BE DEVELOPED INTO A REAL HIT WITH SMART SELLING. GOOD ENOUGH TO TOP ANY BILL OUTSIDE OF THE KEY SITUATIONS.

Cast: Jean Hersholt, Fay Wray, Walter Woolf King, Schuyler Standish, Patsy Lee Parsons, Maude Eburne, Astrid Allwyn, Irene Ryan, Donnie Allen, Leon Tyler, Andrew Tombes, Irene Shirley, Alexander Leftwich. **Credits:** Directed by Erle C. Kenton. Original screenplay by Lee Loeb and Walter Ferris. Photographed by John Alton. Art director, Bernard Herzbrun. Musical director, Constantin Bakaleinikoff. Film editor, Edward Mann. Produced by William Stephens.

Plot: A great conductor, enroute to fill an engagement, crashes in a field, and when Dr. Christian is called, he recognizes him as the divorced husband of Fay Wray. The doctor spends his small bankroll so that he can get Miss Wray's son to his father. When father and son are reunited in a broadcast, as director and soloist, the mother gives in and there is a grand reunion.

Comment: This latest picture in the Dr. Christian series is so far above the others, making comparisons would be ridiculous. In fact, it is so good, many a smart theatreman will garner extra attendance with a little real showmanship, enough to bring them in for the first day. After that, word-of-mouth advertising will take care of the rest of the run. The entire film is a top-flight job of scripting, production, direction and trouping, the result of which will please any type of audience. Jean Hersholt delivers another of his delightful performances, aided by Fay Wray, Walter Woolf King, Schuyler Standish and Patsy Lee Parsons. The Standish youngster, a remarkable violinist and actor, is outstanding. Erle C. Kenton's direction and William Stephens' production values are responsible for an appealing picture. Arrange for spot announcements before and after the regular Dr. Christian radio program. Throwaways, printed to resemble prescription blanks, could be distributed by girls dressed as nurses.

Catchline: "Combining medical and matchmaking administrations."

Legion of Decency Ratings

(For Week Ending March 8)

SUITABLE FOR GENERAL PATRONAGE

Pirates on Horseback — A Girl, A Guy, and A Gob

SUITABLE FOR ADULTS ONLY

Missing Ten Days — Rage in Heaven

OBJECTIONABLE IN PART

That Night in Rio — That Uncertain Feeling

CONDEMNED

Adolescence

The Rage In Heaven

MGM **Drama** **83 mins.**

(Prod. No. 128—Nat'l Release, March 7)

AUDIENCE SLANT: (ADULT) WHILE THIS GRIPPING PSYCHOLOGICAL DRAMA WILL FASCINATE MOVIEGOERS, GENERAL AUDIENCE REACTION WILL BE FROM ONE EXTREME TO THE OTHER. IT SHOULD SATISFY THOSE WHO REVEL IN STARK DRAMA WITHOUT COMEDY RELIEF.

BOX OFFICE SLANT: BECAUSE OF THE AVERSION OF MANY TO MONTGOMERY IN DRAMATIC ROLES, THE FILM'S CHANCES OF SUCCESS ARE NOT TOO PROMISING.

Cast: Robert Montgomery, Ingrid Bergman, George Sanders, Lucile Watson, Oscar Homolka, Philip Merivale, Matthew Boulton, Aubrey Mather, Frederic Worlock, Francis Compton, Gilbert Emery, Ludwig Hart. **Credits:** Produced by Gottfried Reinhardt. Directed by W. S. Van Dyke, II. Screenplay by Christopher Isherwood and Robert Thoeren. Based on the novel by James Hilton. Director of photography, Oliver T. Marsh. Art direction, Cedric Gibbons. Musical score, Bronislau Kaper. Film editor, Harold F. Kress.

Plot: Wealthy, handsome, yet mentally unbalanced, Montgomery succeeds in winning the hand of Ingrid Bergman against the rivalry of his college friend, Sanders. Believing his wife still in love with Sanders, Montgomery plans a revenge by which his own suicide will appear as murder, with the evidence pointing to Sanders. A clue is found that saves Sanders from execution.

Comment: When a picture holds one thoroughly engrossed with an unusual plot; when it is marked by outstanding performances, capable direction, and is endowed with first-rate production values, it becomes difficult for one to predict a not-too-enthusiastic public reception for it when it reaches the theatres throughout the country. But that will have to serve as the verdict in the case of "Rage in Heaven." Here is an absorbing drama of a psychopathic character who believes everyone is against him, who is insanely jealous of his wife—the sort of role Montgomery does well, but not the kind the public likes to see him do. And that is the hitch to the film's success. Many who see it, even though captivated by the proceedings, are likely to condemn it to others because it may not represent their idea of entertainment. On the other hand, those who look upon the screen as an artistic form of expression, will find much in the picture to praise. Ingrid Bergman, lovely and talented, and George Sanders, share acting honors with Montgomery. By charging your campaign with "sensational" copy, you are more likely to reap satisfactory grosses than would be the case if you let the picture come and go without this selling activity.

Catchline: "Love-mad maniac, he sought to destroy his best friend through his own suicide."

The Great Train Robbery

Republic **Drama** **61 mins.**

(Prod. No. 21—Nat'l Release, Feb. 28)

AUDIENCE SLANT: (FAMILY) GOOD OLD-FASHIONED MELODRAMA THAT WILL PROVE ESPECIALLY SATISFYING TO SMALL-TOWN MOVIEGOERS.

BOX OFFICE SLANT: ITS TITLE SHOULD LURE THE ACTION FANS, OF WHICH THERE ARE MANY IN THE NEIGHBORHOODS AND IN THE AVERAGE COMMUNITIES.

Cast: Bob Steele, Claire Carleton, Milburn Stone, Helen MacKellar, Si Jenks, Monte Blue, Hal Taliaferro, George Guhl, Jay Novello, Dick Wessel, Yakima Canutt, Lew Kelly, Guy Usher. **Credits:** Associate Producer and Director, Joseph Kane. Original screenplay by Olive Cooper, Garnett Weston and Robert T. Shannon. Director of photography, Reggie Lanning. Art direction, John Victor Mackay. Musical direction, Cy Feuer. Film editor, Lester Orlebeck.

Plot: Bob Steele, one of two sons, is guard for a gold shipment on the Comanche Limited, while his brother, Milburn Stone, is head of a gang of crooks who, in attempting to rob the train, literally cause it to disappear. The crooks are captured in the nick of time.

Comment: A notation at the start of this picture points out that it has "no connection with the picture of the same name produced by the Edison Company in 1903." No one will question the truth of that statement,

(*Continued on Page* 25)

For Additional Exploitation Ideas on These Pictures, Consult the Encyclopedia of Exploitation—See Page 24

Selling the Picture

For Better Show Selling
***Showmanalyses* Have Appeared In STR on Following Pictures**

Adam Had Four Sons	Feb. 15
Arise My Love	Nov. 9
Back Street	Feb. 8
Bank Dick	Nov. 30
Escape	Nov. 2
Girl, A Guy and A Gob	This Issue
Go West	Dec. 7
Her First Romance	Jan. 11
Kitty Foyle	Dec. 21
Land of Liberty	Jan. 18
Letter, The	Nov. 23
Mad Doctor	Feb. 22
Melody Ranch	Nov. 16
Mr. and Mrs. Smith	Feb. 1
Philadelphia Story	Jan. 25
Son of Monte Cristo	Dec. 28
Thief of Bagdad	Dec. 14
This Thing Called Love	Jan. 4
Tobacco Road	Mar. 1
You'll Find Out	Nov. 23

Kate Smith Hour to Plug Paramount Films

Four Paramount pictures will be heavily plugged on the coast-to-coast CBS Kate Smith program in coming weeks, through a deal closed by Robert M. Gillham, Paramount advertising and publicity director. In each case, plugging will tie in closely with the film's national release. The arrangement followed a preliminary program recently, when three stars of "The Hard-Boiled Canary" were starred on the Kate Smith show from New York.

The Kate Smith troupe will go to Hollywood for the broadcasts to follow. First will be heard March 28, probably with Bob Hope, Dorothy Lamour and Una Merkel starring in an adaptation from "Road to Zanzibar," the Hope-Crosby picture to be released April 11. "The Roundup," a Harry Sherman special, will be next aired April 4, to tie with April 18 release. The cast will be selected from stars Richard Dix, Preston Foster, Patricia Morison, Don Wilson and Ruth Donnelly.

The third broadcast will follow the world premiere of "I Wanted Wings." This one goes on the air April 11 with Ray Milland, Brian Donlevy, Constance Moore and Wayne Morris as Kate Smith's guest stars.

Joel McCrea, Ellen Drew and Eddie Bracken are scheduled to be stars of the fourth, which will be devoted to the new William A. Wellman production "Reaching for the Sun." The broadcast is set for April 18, timed to tie in with the premiere of the picture late in April.

Kate Smith's noon program, "Kate Smith Speaks," which goes on the air every weekday to the same list of stations, will give plugs both to the Friday program to follow and to the Paramount pictures involved.

Canadian Showmen in Contest For Best Institutional Ideas

Managers of theatres operated by Hanson Theatres Corp., Ltd., Toronto, Canada, are currently competing in a contest for the best institutional ideas submitted during 1941.

The ideas, according to J. A. Kudirka of the circuit's promotion department, can cover such fields as advertising, staff management, theatre maintenance, theatre equipment, theatre accounting, etc.

The manager submitting the ideas adjudged best will receive $50, while the manager placing second will get $30. A prize of $20 has been reserved for third place.

Educational Tieup Proves To Be Fine Goodwill-Builder for Pink

Special Shows are Held On Saturday Mornings For Students of History

Not enough, rather than too many, exhibitors have tied up with schools and reaped the benefits. While these benefits may not amount to an instant upturn in business, nevertheless one of them is goodwill, and in the long run that counts more than instant business gains.

We know of one manager who made a new approach to school tieups. He is Sidney Pink of the California Theatre, Pomona, Calif. He believed (and he was right) that there are excellent goodwill-building possibilities in contacting history students and getting them to attend his theatre. How to do it was the problem facing Pink, but he solved it in this fashion:

Since the Pomona City Board of Education firmly believes in visual education, it was comparatively easy to persuade them to underwrite the cost of a series of ten Saturday morning shows.

These shows, now being held, start each Saturday morning promptly at 9:30 o'clock. History students in the sixth, eighth and eleventh grades are admitted free, while all others must pay ten cents. A special ticket admits the history students, and these tickets can be obtained only from their teachers.

The showings are really classes, as it were, for students *must* attend. Later, examinations are taken, and grades are made on the strength of the showings made in these examinations.

A feature and a short subject make up each bill. Furthermore, each picture deals with a period in American history or with some famous historical character. Among the attractions Pink has featured are "The Buccaneer," "Man of Conquest," "Abraham Lincoln," "Gold Is Where You Find It," "Men With Wings," "The Ramparts We Watch," and such short subjects as "Old Hickory," "The Miracle of Salt Lake," "The Declaration of Independence," etc.

A department of the Pomona School Board, the Council on Social Sciences, directs the publicity of the programs throughout the schools, the P.-T.-A. service, civic groups and the newspapers.

Commenting on the innovation, Manager Pink has this to say:

". . . I am sincere in the belief these shows will prove to be of inestimable value in the future, as they have proven to date. . . . While the plan is essentially a goodwill producer, an ample number of additional patrons attend each week to also make it profitable."

Pink further believes that "this idea will work to the advantage of motion pictures as an industry," pointing out that "it is already demonstrating this, inasmuch as it teaches children to appreciate motion pictures. Then, too, it has the endorsement of all adult groups."

There is still time for other exhibitors to grab this idea and put it into effect before the school year ends.



Lykes Promotes Smart Window

Arranged by Manager J. E. Lykes of Loew's Valentine, Toledo, O., this display on Alexander Korda's United Artists release, "The Thief of Bagdad," appeared in the window of Nichols Men's Shop, located on the city's busiest street. The original costume worn by John Justin in the film has been routed throughout the country for special displays, similar to that above.



"Step Up to the Microphone"

Republic's "Hit Parade of 1941" was effectively advertised via this attention-getting lobby display when it played its New York first-run engagement recently at Loew's Criterion. Concerning the shadow box display at the left; patrons were invited to step up to the microphone and request songs from the picture. A Hugh Herbert imitator, located elsewhere in the theatre, played the recordings requested. This is a stunt that could be used on other musicals.

50th Purchaser Gets Award

Frank Burhans of the Paramount Theatre, Oakland, Calif., in advance of "Escape," tied in with a book store which inserted a quarter-page ad and offered a single admission ticket to the person purchasing the 50th book. Norma Shearer's autographs helped sell the books.

Program Exchange

Tory Cavallo's Spotlight Gets New "Dress"; A. E. Ableson's Problems Stump His Patrons

ARE the days beginning to get longer, or is it just our imagination? Each day the time when we begin burning the "juice" is just a little later. It's a sure sign that Spring is slowly but surely on the way. And yet, the weather in these parts is just as variable as ever. But rain or shine, hot or cold, we are always glad to see the programs pour in, although there seems to have been a slight lull this week.

Nevertheless, we'll get down to business with those on hand. It isn't every week that we get a program from Al Mayes down in Graham, Texas, but he didn't forget us this week. His program featured a pretty Valentine on the cover in honor of St. Valentine's Day.

A few weeks ago in Gettysburg, Pa., a concert featuring the Wayne band of Waynesboro was held at the Majestic Theatre, managed by Sid Poppay. The concert was held for the benefit of the Adam County Crippled Children's Society. Manager Poppay is to be commended on his generosity in permitting his theatre to be used for this charitable enterprise. He has sent us a copy of the program issued for the event. It contained, in addition to the schedule of concert numbers and a list of Patrons sponsoring the affair, a large number of ads.

In his program, Manager Tommy di Lorenzo of the New Paltz Theatre, New Paltz, N. Y., announces the fifth anniversary celebration of the theatre, and gives his patrons a good idea of what's in store for them from an entertainment standpoint. Since the anniversary is now being celebrated, we suspect the New Paltz public is being kept pretty busy trying to see all the outstanding pictures Tommy has booked for them.

From time to time we have commented in these columns on the Spotlight, program issued for the Gerard Theatre, West View, Pa., by Manager Tory Cavallo. A note attached to the latest issue advises us that Tory has "made a change in printers . . . I think for the better."

The program is now printed on light blue-green paper, which makes it easy to read. In addition, a new masthead for the front page has been created. Our only criticism of the new issue is that it shows signs of poor proof-reading and has one or two uneven heads. In reading one short article, we found that "laugh" was spelled "laufh" and that Gerard, spelled correctly in one place, was misspelled in another: "Gerald." Mistakes such as these leave the reader with an impression that the program is being carelessly put together. We realize, of course, that there are always errors in every publication (you'll probably find a few in ours), that none are perfect. We bring the matter to Tory's attention only because we believe he wants as few typographical errors as possible.

There are several two-line headlines, one or two of which have either the top line or the bottom line too short in comparison to the other. For example, the top line of one head is "Howard to Direct," while "Bad Men" comprises the bottom. This makes the headline off-balance. It would have been better to use something like "Howard Gets 'Bad Men' (first line) Directorial Assignment (second line)." While the last line may be a trifle shorter than the one above it, it nevertheless is more nearly balanced than the original head.

Tory might try the modern style of making all headlines "flush left." An example of what we mean is contained in the three-line head at the beginning of this department. Thus, not so much care has to be taken to make both lines even in length as is necessary when one line is flushed to the left and the other to the right. In fact, one line can be a little shorter than the other, if necessary, but not too short. Otherwise, Tory's change has been for the better.

Reproduction of an envelope addressed "To All Puzzled Amusement Seekers" marks the front page of a program recently received from W. S. Samuel, manager of the Lyric Theatre, Port Neches, Texas. Below the reproduction is this copy: "Don't run all over the country looking for entertainment . . . You'll find it at your Lyric Theatre."

Manager A. E. Ableson of the Lake Theatre, Devil's Lake, S. D., issued three interesting and clever novelties in connection with the showing of "Kitty Foyle." On the first one, ten free tickets were offered to the first ten students who could divide 45 into four parts "so that to the first part you add 2, the second part you subtract 2, the third part you multiply by 2, and the fourth part you divide by 2—and that the sum of the addition, the remainder of the subtraction, the product of the multiplication, and the quotient of the division be all equal."

Ten free tickets, on the second one, were offered to the first ten boys who solved this problem: "Three women went to market to sell apples. The first had 33, the second 29, and the third 27. Each of them gave the same number of apples for a penny and yet, when they got home, they found that each had received an equal amount of money. How?"

For the third problem, correct answers of which entitled ten girls to free tickets, Ableson used 12345 over 67890 which, according to him, equals ½. "The long fraction shown above," contest details read, "composed of the nine digits and the cipher, is supposed to equal ½, but it's incorrect. Can you arrange the figures so that they will form a fraction that will equal one-half?"

We hope Ableson sends us the answers to the problems (we flunked in mathematics) so that we can furnish them to any member who may want to try the stunt in his program.

And now we've hit a greater problem: that of having to say "So long until next week" with very little space in which to say it. Well, gee whiz, we've already said it.



Darn Clever and Effective

Add to the list of clever and effective program covers this one from Leo Raelson, manager of the Farrell Theatre, Ozone Park, L. I., N. Y. It speaks for itself.

Member Added This Week

Roger Brown, Winona Theatre, Tomball, Texas.

--Your Application Blank--

Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW

1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....

Theatre .....

City .....

State .....

Money Dates

APRIL

6th

PALM SUNDAY. Holy Week begins this week. You'll have to do your utmost to get business this week. Decorate your theatre appropriately.

ARMY DAY. Anniversary of U. S. entering World War. With the Army calling so many men this year, this date takes on added significance. The day is officially sponsored by the Military Order of the World War, 1518 K Street, N. W., Washington. Sponsor a parade of all the military organizations in your town, including the American Legion, National Guard, local Military School, Boy Scouts, C.C.C. and so on.

PEARY DISCOVERED the North Pole, 1909. Play any subject about Eskimos or the Arctic regions, tieing it in with this anniversary.

8th

PONCE DE LEON landed in Florida, seeking the Fountain of Youth. Perhaps you can tie this anniversary to one of your current campaigns.

LOUISIANA JOINED THE UNION, 1812. The Pelican State should observe this day and theatres should participate in any local celebrations. There are short subjects about Louisiana, both historical and of the travelogue type, which can be played to emphasize the occasion.

10th

HOLY OR MAUNDY THURSDAY.

11th

GOOD FRIDAY.

12th

PASSOVER—FIRST DAY, Jewish Holiday.

END OF LENT.

FORT SUMTER FIRED ON, 1861. This is the 80th anniversary of the event which marked the outbreak of the Civil War or for the benefit of our Southern friends, the War Between the States. Shorts or features with a Civil War background would be appropriate for the occasion.

IT'S WARNERS Again!-



ERROL FLYNN

n his big M-O-D-E-R-N Adventure!



Footsteps n the Dark



with

RENDA MARSHALL

RALPH BELLAMY • ALAN HALE

Lee Patrick • Allen Jenkins and Lucile Watson

Directed by LLOYD BACON

n Play by Lester Cole and John Wexley • From the Play by Lazlo Fodor, rd Merivale and Jeffrey Dell • A Warner Bros.-First National Picture

FLASH from HOLLYWOOD REPORTER:

"THIS IS JUST ABOUT THE MOST ENTERTAINING TONGUE-IN-CHEEK MYSTERY YET MADE! IT IS HILARIOUS SATIRE! IT TAKES ALL THE SACRED COWS OF THE FILM DETECTIVE YARN FORMULA AND MANHANDLES THEM UNMERCIFULLY VIA THE LAUGH ROUTE!"

"A GIRL, A GUY AND A GOB" is said to represent Producer Harold Lloyd's views of what the motion picture public wants. He believes that with the world in a state of jitters right now "no better contribution to the mental state of the people could be made than pictures that stimulate the muscles and the glands which make them laugh. A nation without a sense of humor is doomed."

There is much significance in what Mr. Lloyd says, and it gives a tip to the exhibitor on what is in store for his patrons when he plays the new RKO-Radio release. We all know that the public, as a whole, regards with high favor those productions which feature plenty of laughs and romance. It is therefore up to you, as a showman, to make certain that your patrons become fully aware of these qualities in "A Girl, a Guy and a Gob."

Playing up Lloyd's name as producer in all your advertising will do much to bring this about. However, don't let the public get the idea that he appears in the picture, for this is his first non-acting production venture. It is extremely easy for many people to get the wrong idea, and if they come to your theatre expecting to see the comedian, they may be disappointed. So whenever you use his name, be sure that his connection with the picture is specifically mentioned.

We suggest that for an effective teaser campaign—one that will quickly arouse curiosity—you run a series of small one-column two-inch ads, the first one to have three "G's" vertically arranged, with dashes after each "G." The catchline at the top might be, "Gee! What's This?"; at the bottom, "See tomorrow's paper." Each day add a letter to each of the words, varying your other copy at the same time, so that eventually "Girl, Guy, Gob" is revealed. The three "a's" and the "and" in the title should also be added to make it complete. From then on you can run your advance advertising campaign, building up your ads and selling copy until your opening, or day-before-opening, ad smash.

Some Slants on Navy Angle

The "Navy" angle will be an important phase of your campaign, but don't concentrate too strongly on it or your patrons will get the idea that this is a "sea" picture, which it certainly is not. Some of the gags and stunts you can use in this connection, however, include (1) a sailor in a swinging hammock in your lobby "waiting to be the first to see the new comedy"; (2) a tattoo artist in your lobby or in an empty store window demonstrating his talents, with a young man in sailor cap serving as his subject; (3) distribution of sailor caps to youngsters and newsboys, with the title and playdate imprinted on each cap; (4) a tieup with your local U. S. Navy recruiting office whereby their official poster displays may be used for copy tieing in your attraction with the recruiting program; (5) for those theatres near naval bases, a sailor nickname contest in which those tars with the most original nicknames win guest tickets (in the picture George Murphy's nickname is "Coffee Cup" for Claudius J. Cup); a man dressed as a sailor pushing a perambulator around town, with attraction copy on either side of the vehicle.



Local Males in Arms of Star

Take two stills (TGA34 and TGA90) and have them blown up to life size and mounted. Then cut out the heads of the "guy" and the "gob." With spots shining on the display, invite men to have their pictures taken in the "arms of glamorous Lucille Ball." A local commercial or newspaper photographer will cooperate with you on this stunt.



An SHR Showmanalysis (REG. U. S. PAT. OFF.)

For a gag handout to office girls, get up a quantity of envelopes with this caption on the outside, "Advice to Stenographers on How to Humanize Your Boss." Inside is a card with this copy: "Tell him to go see 'A Girl, a Guy and a Gob' at the Blank Theatre and watch Lucille Ball turn a stuff-shirt boss into a regular guy, etc."

On your stage, or over the local radio station, get two girls to engage in a debate on which a girl should choose—a guy or a gob—for her future husband. It should be announced that the girl giving the best reasons for her contention will receive a special award, while the other will get a consolation prize. And then let the people know that "no matter how you feel about it, you'll have the fun of a lifetime when you see how the problem is solved in the all-out laugh show, 'A Girl, a Guy and a Gob,' etc."

The three principal players are George Murphy, Lucille Ball and Edmond O'Brien. Now there certainly must be a raft of Murphys and O'Briens in your neighborhood, while the number of persons with the surname Ball may vary. If the latter are few, you might set aside an evening during the engagement when trios properly identifying themselves as Murphy, O'Brien and Ball, respectively, are admitted gratis or at a special price. Make it a condition that to be eligible, the three names must be represented by each trio. The newspapers ought to go for this stunt, with your theatre reaping the benefits of a special story or art break.

In the picture Murphy and Lucille Ball do some fast stepping at a taxi dance hall. Perhaps you can stage some sort of a dance contest at a local night club or dance hall. If you're near a naval base, the competition might be between sailors and civilians with their feminine partners.

One of the publicity scene mats in the press book shows Miss Ball keeping in good form by bowling. Perhaps your RKO-Radio exchange has the still of this mat, which could be used as part of a display in a local bowling alley. If not, then get the mat for use in a tie-up newspaper ad. Suggested copy: "Lucille Ball keeps in good form by bowling. If you feel run-down and listless, get back on the road to health by bowling regularly at Jones Bowling Alleys. And if your laughter muscles need exercising, be sure to see 'A Guy, a Girl and a Gob'." Before using Miss Ball's name in such a tieup, however, find out from the exchange whether or not this is permissible.

A rowboat fastened on the bed of a truck, with a girl, a guy and a gob as occupants, the guy rowing while the girl and gob take it easy, would make a sure-fire street ballyhoo. The title, theatre and playdate should be posted on either side.

Have a man in civilian clothes, another as a sailor, and an attractive girl walk arm-in-arm around the business district handing out heralds. "A Girl" is on the girl's back, "a Guy" on the man's and "and a Gob" on the "sailor's." Be sure the threesome keeps in the correct formation so that the title can be easily read.

In a tieup with merchants, get them to distribute small cards, some of which contain pictures of Murphy, some of Miss Ball and some of O'Brien. Those who succeed in getting all three cards get guest tickets. To keep the number of passes down, restrict the number of O'Brien cards to be distributed.

If you wish, you can create a nautical atmosphere in your lobby through the use of such articles as life-savers, ship's bell, ship's wheel, anchor, etc. But since there are so many uproarious comedy scenes in the picture, blow up as many of the stills depicting these situations as you can, and spot them around. Look to the posters for cut-out elements to be used in dressing up window displays and highlighting those in your lobby and on the marquee.

To get the most out of "A Girl, a Guy and a Gob," you *must* get behind it with a whale of a campaign. Just get the folks in for the initial performances, and they'll do the advertising after that.

Screenplay by Frank Ryan and Bert Granet. Story by Grover Jones. Directed by Richard Wallace. Produced by Harold Lloyd.



Sales Value in This Small Ad

Although this is one of the smaller ads prepared on "A Girl, a Guy and a Gob," it is an excellent example of the selling value that can be crammed into a minimum of space when it's done properly. Newspaper size of the layout is 2 cols. by 6½ in.

"REBECCA"



Academy Award for the Best Production of 1940

With gratitude to the makers and the voters.

David O. Selznick

1940
ACADEMY
OF MOTION PICTURE ARTS AND SCIENCES
AWARD

Leaders Poll Provides Basis for Business-Building Lobby Display



There's a brief but informative story in connection with the display shown above—a story in which, before its conclusion, STR is proud to have played a part.

Several years ago, when he was an independent exhibitor, Ken Prickett was in a territory where competition was exceedingly keen. Unfortunately, his theatre was small and poorly equipped. He decided that all he had to sell was his screen attractions. So he began to use the slogan, "Where the Best Pictures Play."

To Prickett's delight, the psychological effect was, as he put it, "marvelous." Since then, he has used it in every territory in which he has managed a theatre, regardless of the condition of the house. In Victoria, Texas, he has used it with "telling results" since the theatre opened.

Used STR's Leaders

One day several weeks ago, Prickett was reading STR's *Leaders of the Motion Picture Industry*. In checking the results of the annual poll, he found that all ten pictures chosen as the Leading Productions had played his theatre.

Accordingly, he obtained a couple of additional copies of the *Leaders* number, conferred with his artist as to the most effective display. What you see above is the result.

Pages containing pictures of the Leading Players, as well as pages on which the titles, casts and credits of the Leading Productions were listed, were utilized by Prickett's artist in creating and designing the attractive display. In grouping the winning pictures and the stars, this copy was used:

"This is why we say 'where the best pictures play.' The ten leading pictures all played at the El Rancho. The leading stars are always at the El Rancho." At the top, Prickett placed a shield, made from the front cover of the *Leaders* issue.

Thus did the Victoria manager furnish proof to his patrons that the leading stars and the best pictures play at his theatre.

We called this story informative because it can easily serve as a lesson to other exhibitors who look constantly for ways and means to bring before the public the fact that their theatres play the best product. It points the way toward proper utilization of the results of a significant poll—a poll that revealed the names of the stars and the titles of the pictures which attracted the greatest number of people to the nation's box offices in 1940. Furthermore, it advances a worthy suggestion:

Why not use the film company's trade paper ads and inserts as part of lobby displays? Often these ads are just as suited for public consumption as well as for that of exhibitors and others in the industry. A change may be necessary here or there, but on the whole they can serve a valuable purpose for smart showmen.

Academy Awards Spur Showmanship Activities

With the announcement last week of the 1940 awards of the Academy of Motion Picture Arts and Sciences, a majority of showmen are taking advantage of the additional publicity value which accrues to the stars, productions, director and studio crafts which were so honored at the thirteenth annual Academy banquet.

In several situations, exhibitors are planning special "Academy Award Festivals" in which the thirteen productions that figured directly or indirectly in the special awards will be revived.

RKO-Radio, whose star Ginger Rogers was voted the best actress for her performance in "Kitty Foyle," has made plans to reissue its 1938 release, "Vivacious Lady," in which Miss Rogers was co-starred with James Stewart, also this year's award winner for the best male performance—that of *MacCaulay Connor* in MGM's "The Philadelphia Story."

Thus exhibitors will have an opportunity to play the film in which both award winners were co-starred, and cash in on this fact. The company is preparing new prints, as well as a new line of ads and accessories.

Those theatres not planning to revive any or all of the special productions or who have yet to play some of them can still capitalize on the institutional value of the awards by designing special displays for their lobbies which point out that every picture honored by the Academy played their theatres or will be shown at a future date. An excellent example of this type of showmanship is revealed elsewhere on this page.

The winning short subjects, which included MGM's "The Milky Way," and "Quicker'n a Wink," and Warners' "Teddy, the Rough Rider," are expected to receive revival bookings in hundreds of theatres whose managers plan to create special selling activities bearing on the honors accorded the shorts.

A complete list of 1940 Academy Award winners follows:

Best production: "Rebecca" (Selznick-UA).

Best performance by an actor: James Stewart in "The Philadelphia Story" (MGM); Best performance by an actress: Ginger Rogers in "Kitty Foyle."

Best supporting actor: Walter Brennan in "The Westerner" (Goldwyn-UA); Best supporting actress: Jane Darwell in "The Grapes of Wrath" (20th-Fox).

Best direction: John Ford for "The Grapes of Wrath."

Best original motion picture story: Benjamin Glazer and John S. Toldy for "Arise My Love" (Para.); Best written screenplay: Donald Ogden Stewart for "The Philadelphia Story"; Best original screenplay, Preston Sturges for "The Great McGinty" (Para.).

Best original musical score: Leigh Harline, Paul J. Smith and Ned Washington, "Pinocchio" (RKO-Disney); Best song: Music by Ned Washington, lyric by Leigh Harline for When You Wish Upon a Star in "Pinocchio"; Best scoring: Alfred Newman, "Tin Pan Alley" (20th-Fox).

Best black and white art direction: Cedric Gibbons, Paul Groesse, associate, "Pride and Prejudice" (MGM); Technicolor: Vincent Korda, "The Thief of Bagdad" (Korda-UA).

Best film editing: Anne Bauchens, "North West Mounted Police" (Para.).

Best sound recording: Douglas Shearer, "Strike Up the Band" (MGM).

Best black and white cinematography: George Barnes, "Rebecca"; Technicolor: George Perinal, "The Thief of Bagdad."

Best photographic effects: Lawrence Butler, "The Thief of Bagdad"; Best sound effects: Jack Whitney, "The Thief of Bagdad."

Short Subjects. Best cartoon: Rudolph Ising, "The Milky Way" (MGM); Best short 1,000 feet or less: Pete Smith, "Quicker'n a Wink" (MGM); Best short 1,000 to 3,000 feet: Gordon Hollingshead, "Teddy, the Rough Rider" (Warner Bros.).

Special Awards: To Bob Hope, a special new Academy award for the person doing the most unusual work for the film industry. **To Col. Nathan Levinson, for** his service in making possible the mobilization of the film industry for making of defense films for the Army.

He Clicks in the Sticks

The facts for showmen about a showman who made good where others failed

NEXT WEEK

Follow the Leaders of the Industry!

HARRY WARNER
SPYROS SKOURAS
BOB O'DONNELL
HARRY ARTHUR
JOHN H. HARRIS
SAM DEMBOW, Jr.
have seen and enthusiastically booked this sensational motion picture scoop in their theatres..

THE GREATEST HEADLINE NAMES IN THE WORLD TODAY...TOGETHER IN ONE EXTRAORDINARY FILM!



DOROTHY THOMPSON

America's "First Lady of Journalism"; noted columnist and National Broadcasting Company's ace commentator.



WILLIAM L. SHIRER

Foreign correspondent; for many years Columbia Broadcasting Company's chief newsgatherer in Berlin.



WYTHE WILLIAMS

Commentator over Mutual Network; famous war correspondent, noted for his uncanny foreign affairs prophecies.



LINTON WELLS

Former United Press star reporter, famed for broadcasts from the Orient and other trouble spots.

in the First Round-Table of the Screen

International Forum

New! Timely! Different! Exciting!

THEY DARE SPEAK THEIR MINDS FRANKLY... *Uncensored!*

COLUMBIA PICTURES

A COLUMBIA SPECIAL 2-REEL PRESENTATION, FIRST OF A NEW SERIES • NO. 1 RELEASED NOW!

A William Rowland Production • Burnet Hershey, Supervising Editor



Characteristics Vary In Movie Ads Culled From Nation's Dailies

Many distinguishing characteristics mark these motion picture theatre ads from various representative cities across the nation.

Beginning in the upper left-hand corner, the layout on Universal's "The Invisible Woman," which appeared in the *Omaha Herald-World,* vies for attention through its generous use of white space—a factor that serves to bring to the fore the chief entertainment asset of the picture: invisibility of the principal character.

From the *Memphis Commercial-Appeal* we culled an elongated layout on Warners' "Strawberry Blonde." In this ad, as the reader can readily see, the period of the story is emphasized both through type and illustrations. The reader's attention is clearly assured from the word "Hey!" down to the bottom of the layout.

One of the greatest testimonials of a picture's hold on the public is the length of time it continues to chalk up good business. Such a testimonial is embodied in the ad on RKO-Radio's "Kitty Foyle," which impressed Newark, N. J. residents, when it appeared in the *Evening News,* with the fact that the theatre's past records had been smashed, that the picture was now in its "4th sensational week." The giant "4" dominated the page, and brought more eyes to rest on the ad than any other selling slant.

Ad on Sneak Preview

Note the small one-column layout for the Majestic Theatre, Dallas, Texas. Culled from the *Dallas Journal,* it advertised a policy that is being adopted by many theatres throughout the country: that of staging a "sneak preview" on a certain night each week. The only clues the copy gives concerning the film to be previewed are that it is "a brand new 20th Century-Fox all star hit . . . is one of the big action dramas of the year—and it's filmed in beautiful Technicolor." Yet these are enough to arouse one's curiosity. It stands to reason that if one or two good selling "clues" to a "sneak preview" picture are advertised, the chances of having bigger crowds are better than would be the case if simply a "sneak preview" were announced. It is possible that the failure of this policy in some situations might have been due to a too-complete hiding of the nature of the picture—a fault avoided in the Majestic layout.

The ad on Warners' "High Sierra," as seen by readers of the *Baltimore Sun,* shows how the best selling angles of a motion picture can be confined to small space without impairment. Measuring two columns by four and one-half inches, it sells through copy and illustration, the film's action, leading players and adaptation "from the story by the author of 'Little Caesar'." Where exhibitors must hold their ad space down to a minimum because of budget requirements, this layout should stand as a good example of how space can be effectively used.

While the layout on Columbia's "This Thing Called Love," brings out that picture's principal entertainment ingredient, comedy, a notable characteristic is the "playing up" of the Warner short subject, "Christmas Under Fire." Here is definite proof that a worthwhile subject—and there are many of them being released these days—is worth special mention in your regular ads.

NEXT WEEK
ADVERTISING CLINIC

- A Theatre Ad Expert Tells You How to Make Theatre Ads That Sell Tickets

DON'T MISS THIS FEATURE

WHEN 5 HOLLYWOOD PRODUCERS CHEER THE WORK OF ANOTHER—

That IS news!



DAVID O. SELZNICK

says: "I have seen 'CHEERS FOR MISS BISHOP'. It is a tender and touching piece of Americana!"

WALTER WANGER

says: "I have seen 'CHEERS FOR MISS BISHOP'. It is MARVELOUS!"

HUNT STROMBERG

says: "I have seen 'CHEERS FOR MISS BISHOP'. It is a beautiful picture and will be a strong contender for 1941 honors!"

MERVYN LeROY

says: "I have seen 'CHEERS FOR MISS BISHOP'. It is a GREAT picture."

LOUIS B. MAYER

says: "I have seen 'CHEERS FOR MISS BISHOP'. Dick Rowland has made a MAGNIFICENT picture that should achieve outstanding business at the box-office!"



Richard A. Rowland

presents

Cheers for Miss Bishop

An Unforgettable Love Story

with MARTHA SCOTT • WILLIAM GARGAN

and featuring EDMUND GWENN · SIDNEY BLACKMER · DOROTHY PETERSON

and introducing MARY ANDERSON • Directed by TAY GARNETT

From the novel "Miss Bishop" by BESS STREETER ALDRICH • Screen adaptation by STEPHEN VINCENT BENET • Screenplay by ADELAIDE HEILBRON and SHERIDAN GIBNEY • Released thru United Artists

Meet Your Exchangemen

Jack B. Underwood (Columbia)

Jack is another quarter-century veteran and another of the many Texans in the business. He started with Paramount in 1916 and then became a traveling auditor for Triangle. After the War he joined the Enterprise Distributing Co. as a salesman. He was promoted to Kansas City branch manager in 1920 and sent to Dallas in 1926. In 1927, he joined Columbia as Dallas office manager, being promoted to branch manager in 1929. He is also Dough Guy of the Dallas Variety Club.



Earl R. Collins (UA)

Earl was born in Georgia not so many years ago and since all his family were lawyers and judges, he majored in law, too. But he never practiced. He operated theatres in Georgia, Florida and Alabama and then came to Los Angeles as an exploiteer of Goldwyn pictures. He liked selling, so he joined the UA exchange as a salesman in Denver. He was promoted to branch manager and then last December was made branch manager in Los Angeles, a post he holds today with distinction.



Max Dreifuss (Republic)

Max Dreifuss has been associated with Irving Mandel, franchise holder for Republic in Chicago, Indianapolis and Milwaukee, since 1918—which is quite a span of time. Prior to his work as salesman in the distribution end of the picture business, he operated a motion picture theatre for eight years. In this picture he betrays a wide grin, and we're told that Max wears it often in the course of his work as Chicago salesman.



Sigmund Decker (Republic)

This smiling gentleman is Sigmund Decker, salesman for Republic in Chicago. His career in the picture business goes back to 1911, when he managed the Laemmle Exchange in Des Moines. In 1913, he opened Northern Feature Film Exchange in Chicago, then transferred his activities to Universal in 1915, remaining there until 1924. For the following ten years, he worked with PDC, Pathe and RKO, and has been affiliated with Republic since 1934.



Paul Krumenacker (Warner)

Some seventeen years ago Paul Krumenacker started to earn his living in Pittsburgh by securing a job with Warner Bros. He soon became office manager and city salesman, holding the position until 1938 when he shifted his allegiance to Albany where he took over the branch manager's chair. Right now he's running the governor a close race for most popular man in the district. He had quite a reputation in Pittsburgh—especially as the man on film row who hit the jackpot in the quarter machines more than any three other filmites combined.



Joseph R. Kauffman (Universal)

Joe broke into the business as a shipper for Canadian Film Exchanges back in his knee-pants days. Within ten years he was a crack salesman, with a reputation. Pathe brought him to New York in an executive capacity. A year later he switched to Warner Bros., then back to Pathe and finally to Universal where he has been for the past 11 years. He was Pittsburgh branch manager until about two years ago when he was transferred to his present post of Cleveland manager.



Harry E. Weiner (Columbia)

At the tender age of 19, Harry began his career in the industry as a salesman for Universal. Then he joined Independent Film Co., later Vitagraph, as a salesman and, in 1924, was made Washington branch manager for Warner Bros. Later he again joined Independent in Philadelphia, which was now handling Columbia pictures, as manager. When Columbia took over the exchange in 1927, he remained.



John Graham (UA)

A well rounded experience has fitted John for his present post of United Artists salesman in Kansas City. He entered the industry in 1920 as a booker for Pathe in Chicago. Then he moved to Kansas City and operated suburban houses for several years. Then he sold for FBO and RKO in southern Kansas for about five years. He joined United Artists in 1934 and has since handled the Missouri territory.



Otherwise Business Is Good

Enclosed is my check and order for a copy of your Encyclopedia of Exploitation. We are establishing so many new records around here—all low records of course—that I thought I might get some ideas out of your Encyclopedia that might assist me in establishing some more records.

With no crops for eleven years—young people leaving for the service—worst roads in years—taxes on admissions—and Lord knows what all, will be lucky if we are in business when the book arrives. I might add to the above list—lousy product.

I enjoy your magazine and find your reviews quite fair. Keep up the good work for us. We probably will need it worse than ever next year.

(signed) M. A. ZIMMERMAN
Capitol Theatre
Lakone, South Dakota

Stage Coach Ballyhoo

A stunt admittedly not new, but which bears repetition because of its reliability, according to Manager Sidney Pink, of the California Theatre, Pomona, was staged for the showing of "When the Daltons Rode," when he promoted an old stage coach and two-in-hand. The bally was particularly effective because it recalled Pomona's historic tradition.

Exploits Irish Theme

Though St. Patrick's Day was some time away, Manager Al Bruno, of the Apollo, Hollywood, got behind the Irish theme of "Little Nelly Kelly," by dressing his foyer with large shamrocks and using the centers of three-leaf clovers for head-art on Judy Garland, star of the film. Displays were spotlighted.

BLONDES

Gentlemen, 'tis said, prefer 'em. They sure look good in Technicolor; or for that matter in plain black and white photography. But whether you prefer blondes or brunettes isn't the point. The thing that counts is that there's a way to use Blondes in an exploitation stunt that sells tickets. You'll learn how in:

ENCYCLOPEDIA OF EXPLOITATION

Popular Priced Edition
Only $1.95 Postpaid

1,001 *Showmanship Ideas at Your Fingertips*

Order Your Copy Today from

SHOWMEN'S TRADE REVIEW
1501 Broadway New York, N. Y.

The Box Office Slant

The Great Train Robbery

(*Continued from Page* 14)

for had the older "Robbery" been anything like this, it would have been years ahead of its time. Not a masterpiece by any means, here nevertheless is good old-fashioned melodrama enhanced by modern production details. The method of story-telling is unique, for one first sees the Limited start on its perilous journey, notes other situations that are unexplained. Then when the train is found to be missing, the story jumps back to a time prior to the locomotive's departure, piecing in the backgrounds of those vague situations and continuing with the gang's activities in hiding their captive "iron horse" in an abandoned tunnel. Bob Steele, Milburn Stone and Claire Carleton are satisfactory in the leading roles, while Joseph Kane's direction concentrates on the melodramatic elements of the story. The picture will prove especially satisfying to small-town moviegoers, and should draw well in the neighborhoods and average communities. Place emphasis on its action and melodrama in your advertising. Window tieups on miniature toy trains might be promoted. Reward cards could be posted around town and throughout the countryside.

Catchline: "Thrilling, suspenseful melodrama at its best."

Free and Easy

MGM Comedy 55 mins.

(Prod. No. 127—Nat'l Release, Feb. 28)

AUDIENCE SLANT: (ADULT) ITS HIGH SOCIETY ENGLISH BACKGROUND IS NOT GOING TO HELP ITS POPULARITY WITH MOST AMERICAN AUDIENCES.

BOX OFFICE SLANT: SECOND FEATURE ON A DUAL BILL.

Cast: Robert Cummings, Ruth Hussey, Judith Anderson, C. Aubrey Smith, Nigel Bruce, Reginald Owen, Tom Conway, Forrester Harvey, Charles Coleman, Theresa Maxwell Conover, Frederick Worlock. **Credits:** Directed by George Sidney. Screenplay by Marvin Borowsky. Based on the play "The Truth Game" by Ivor Novello. Directors of photography, Charles Lawton and George Folsey. Art director, Cedric Gibbons. Film editor, Frank E. Hull.

Plot: Cummings and Bruce, father and son, are impoverished aristocrats, each endeavoring to marry money. But Cummings falls in love with Ruth Hussey, only to find she is poor, too. So in order to pay his father's debts, he becomes engaged to Judith Anderson, who gives him up when she finds he is still in love with Ruth. All ends well when Bruce marries a duchess.

Comment: With English high society for a background, this picture will probably not prove to be popular. Pictures of this type never have. This one has the advantage of a good cast, but it is wasted on what may be good stage fare but is definitely poor screen fare. The actions of the cast are so utterly foreign to what any audience would expect, that at times it is difficult to make out their purpose. Men become engaged to women at the slightest suggestion and after definitely announcing they are after money—and so on. A man in full dress, offering himself for sale to the highest female bidder with matrimony as the object, would make a good ballyhoo. Run ads like that in the classified section. Perhaps you can actually put over a "sale" of this kind with the help of your newspaper.

Catchline: "A gay widow, love and a million dollars."

A Dangerous Game

Universal Mystery 60 mins.

(Prod. No. 5055—Nat'l Release, Aug. 22)

AUDIENCE SLANT: (FAMILY) IMPLAUSIBLE MYSTERY WITH A TOO OBVIOUS ATTEMPT AT COMIC RELIEF. LACKS ACTION OF OTHER PICTURES IN THIS SERIES.

BOX OFFICE SLANT: JUST FAIR.

Cast: Richard Arlen, Andy Devine, Jeanne Kelly, Ed Brophy, Marc Lawrence, Robert O. Davis, Richard Carle, Andrew Tombes, Tom Dugan, Vince Barnett, Mira McKinney. **Credits:** Associate Producer, Ben Pivar. Directed by John Rawlins. Original screen story by Larry Rhine and Ben Chapman. Screenplay by Larry Rhine, Ben Chapman and Maxwell Shane. Cameraman, Stanley Cortez.

Plot: A murder takes place in a sanitarium and Arlen, a private detective, solves it, with the assistance of Devine, ostensibly a nurse, but really Arlen's assistant. Jeanne Kelly is a nurse, who is not involved in the killing.

Comment: Lacking the action of others in this series, this one essays mystery rather than the adventure which has characterized its predecessors. A murder takes place in a sanitarium under mysterious circumstances, but so little is turned up in the way of clues until the very end, that most of the 60 minutes of the picture is filled up with horseplay—of the type generally found in sanitariums for mental diseases. Jeanne Kelly has practically nothing to do, and she does that all right. Arlen and Devine are their usual selves. The "dangerous game" referred to is tiddlywinks in which the murderer makes poison pills jump into a glass. A display of an innocent game of tiddlywinks in the lobby would make every one sit up and take notice if properly placarded.

Catchline: "Death plays no favorites in this dangerous game."

Trail Of The Silver Spurs

(Hollywood Preview)

Monogram Western 58 mins.

(Nat'l Release, Jan. 5)

AUDIENCE SLANT: (FAMILY) OKAY FOR THE WESTERN ADDICTS.

BOX OFFICE SLANT: SHOULD FIT IN WHERE THE SERIES IS ESTABLISHED.

Cast: Ray "Crash" Corrigan, John "Dusty" King, Max "Alibi" Terhune, I. Stanford Jolley, Dorothy Short, Milt Morante, George Chesebro, Eddie Dean. **Credits:** Directed by S. Roy Luby. Original story by Elmer Clifton. Screenplay by Earle Snell. Photography, Robert Cline. Film editor, Roy Claire. Produced by George W. Weeks.

Plot: Commissioned by the United States Government to run down the robber of the Denver mint, the Range Busters set out for a ghost town. In order to bring him out of hiding, they salt a mine, turning the ghost town into a thriving community, and to everyone's surprise gold is really discovered.

Comment: While not up to the fine standard established in the first three films of the series, this current "Range Busters" picture is still a good western, as westerns go. In its favor is the fine work turned in by Ray Corrigan, John King and Max Terhune. Although their roles are subdued to some extent by the type of story, slowing the action down to a walk in too many spots, there is still enough action, fisticuffs and hard-riding to please. Direction and production are way above the scripting, making for an average outdoor epic. Sell this one along the same lines as the rest of the series.

Catchline: "The Range Busters manufacture their own gold rush."

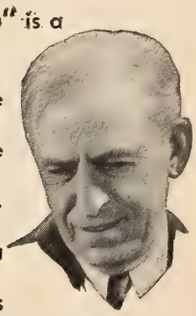
May Be Down—But Not Out

A smart manager may be down—down in the lobby greeting his patrons, but he's seldom out.

THE TIP-OFF ON A BIG PICTURE

SHOWMANSHIP, is the word for **"A MAN BETRAYED,"** first of **REPUBLIC'S** outstanding **ATTRACTIONS** that will be **ADVERTISED** nationally **THIS** year in every **IMPORTANT** motion picture **FAN** magazine.

"A MAN BETRAYED" is a **TITLE** that promises **STIRRING** action . . . a title **THAT** spells box-office **MAGIC** on any marquee.



"A MAN BETRAYED" offers a **STIRRING** story as **TIMELY** as tomorrow's **HEADLINES** . . . the story of an **AMERICAN** who dares to **FIGHT** for the **DEMOCRACY** he believes in . . . **AND** for the beautiful **WOMAN** he loves.

"A MAN BETRAYED" presents a **CAST** of marquee names. **JOHN WAYNE,** fresh from recent **TRIUMPHS** in Republic's **"DARK COMMAND"** and **"LONG VOYAGE HOME,"** **CO-STARS** with glamorous **FRANCES DEE** as the **UNSUSPECTING** daughter of the



HIDDEN power behind the **CORRUPTION** in a great city. **EDWARD ELLIS** heads the **FEATURED** cast that includes **WALLACE FORD,** Ward Bond, **HAROLD HUBER,** Alexander Granach. **"A MAN BETRAYED"** was **DIRECTED** by **JOHN H. AUER.**

REMEMBER it's a nationally **ADVERTISED**

Republic PICTURE

Short Subject Reviews

Splits, Spares and Strikes *(For Bowlers)*

Col. (2805) World of Sports No. 5 **10 mins.**

Tillie Taylor, champ feminine bowler, is the star of this subject, which includes some fine lessons in bowling. Fans of the alleys will be delighted with it and even those who never saw a ten-pin will get a few laughs out of the comedy interludes and a few thrills from the excellent bowling. Dan Seymour is the narrator and Charles Harten photographed.

Ice Capers *(Very Good)*

Col. (2804) World of Sports No. 4 **10 mins.**

Irving Jaffee, champion skater, demonstrates some of the finer points of the art of gliding over the ice. The subject teaches some good lessons in skating and since there are many indoor rinks, it is not dated by the absence of freezing weather. For comedy relief, Jaffee, dressed up in an outlandish rig, shows how not to skate. The lessons are quite practical, since he even demonstrates how to fall gracefully. Harry Foster directed and edited.

Wild Boar Hunt *(Exciting)*

Vita. (6305) Hollywood Novelty No. 5 **10 mins.**

This is another in the series featuring Howard Hill, noted bow and arrow marksman, in which the latter shows the superiority of the weapon, in his own hands, over the old-fashioned shotgun in tracking down—in this instance—a wild boar. The reel is spine-tingling and will appeal, particularly, to a masculine audience. If you play to a juvenile audience, this is one the kids will welcome with open arms.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning March 8)

CAPITOL—Information Please No. 3 (RKO-Pathe) rev. 11-16-40; The Happiest Man on Earth (MGM) rev. 2-1-41; Old New Orleans (MGM) rev. 1-4-41.
CRITERION—The Fired Man (RKO-Radio) rev. 2-1-41.
GLOBE—Porky's Hired Hand (Vita.) rev. 12-28-40; Henry Busse and His Orchestra (Vita.) rev. 11-30-40.
PARAMOUNT—My Pop, My Pop (Para.) rev. 11-2-40; Breezy Little Bears (Para.) rev. 1-18-41; Acrobatic Aces (Para.) rev. 1-25-41.
RADIO CITY MUSIC HALL—Information Please No. 5 (RKO-Pathe) rev. 2-1-41.
RIALTO—Boobs in Arms (Col.); Jan Garber and Orchestra (Vita.).
RIVOLI—Mr. Mouse Takes a Trip (RKO-Disney) rev. 11-16-40; Picture People No. 5 (RKO-Pathe) rev. 2-1-41.
ROXY—Playing with Neptune (20th-Fox); Men of the Light Ships (20th-Fox).
STRAND—Take the Air (Vita.) rev. this issue; Point, Setter, Point (Vita.); Elmer's Pet Rabbit (Vita.) rev. 12-28-40.

Cliff Edwards and Buckaroos *(Fair)*

Vita-Warner (6506) Melody Master No. 6 **10 mins.**

Popular songs with a western flavor are sung in this film, which stars Cliff Edwards, who established his reputation in radio and motion pictures as "Ukulele Ike." Edwards and his boys run a dude ranch which is languishing for lack of business. Hearing that society debs are en route to the ranch, they dress up in their Sunday best. A pretty gal arrives and the boys serenade her, in the belief she is an heiress. Edwards is kidded by the boys when it turns out the girl is the new cook. Tieups with music and department stores are a natural because of the popularity of the numbers sung. Jean Negulesco directed.

Fight, Fish, Fight *(Thrilling)*

Vita-Warner (6405) Sports Parade No. 5 **10 mins.**

There have been many, many films showing how big-game fishermen bring their victims to gaff but few, if any, in which women are revealed doing the same thing. This reel proves that the distaff side can do just as well as men when it comes to capturing giant marlin and sharks. Michael Lerner and his wife, Helen, known as the Martin Johnson team of fishing, are seen spearing denizens of the deep in New Zealand's Bay of Islands. Color photography adds to its charm. Wendell Niles, radio announcer, handles the commentary. This is a sports short that many women will enjoy.

Take the Air *(Entertaining)*

Vita. (6205) Broadway Brevity No. 5 **20 mins.**

Sponsors of Strongblood, on a radio hookup, are seeking a socko entertainment idea to bolster their sagging show. When their talent scout's find turns out to be a flop, William Orr, a would-be imitator, is pressed into service as a romantic singer, with Mary Brodel, and turns out to be a hit. The film has tuneful melodies and story values to maintain interest. Eddie Foy, Jr. and Andrew Tombes add to the gaiety. It's made-to-order for a program that needs a shot of comedy and music. B. Reaves Eason directed. Contact your radio editors and have them write articles on how radio sponsors are continually seeking new entertainment ideas, and with what success.

Adventures of Captain Marvel *(Great Juvenile Fare)*

Republic Serial **12 Chapters**

First Episode, 31 mins.; Others, 19 and 20 min. each.

What a field day for the kiddies this will be! They'll revel in the fantastic adventures of its super-human hero, and it's likely that many adults will find themselves just as eagerly interested. No one has anything on *Captain Marvel;* he flies through the air with the greatest of ease (and without a trapeze), picks up men and machine guns and throws them around as though he were scattering seed, pushes aside might barriers as though they were stacks of kiddies' toy blocks. Few children, in their wildest imagination, have dreamed of such situations as one sees in this film, for which the combined conjurings of five scripters were required. If ever any serial could keep them coming back week after week, this must be it. There are many technical details which have been smoothly handled, so that every "trick" seems to be genuine. William Witney and John English directed. For selling suggestions, see the *STR Shortanalysis* in the March 1 issue, page 31.

Fresh As a Freshman *(Poor)*

Col. (2428) All Star Comedy No. 8 **18 mins.**

This alleged comedy tells of a prize fighter who goes to college after meeting a girl with whom he falls in love. When a rival tries to steal his girl, he puts on the gloves with him. There are plenty of so-called comic interludes which are as unfunny as the starkest tragedy. Decidedly poor fare, this one will do little to lighten a heavy bill but it may help. Jules White produced and directed.

. . NEWSREEL SYNOPSES . .

(Released Saturday, March 8)

PARAMOUNT (No. 55)—Golden Glove bouts in N. Y.; Connie Mack puts Philadelphia Athletics through paces; Torger Tokle wins ski championship; Louisiana trappers celebrate delayed Christmas; Academy Awards dinner, with Roosevelt's address; Inventors show at Dallas; Boy missing three days is found.

MOVIETONE (Vol. 23, No. 52)—New Ford combat cars; Steel mills at Chicago and Gary in high production; Admiral Muselier inspects Free French warships in Scotland; Troop rally in New Zealand; England's future flyers recruited for training; Family of nineteen on picnic at Bakersfield, Calif.; Red Cross furnishes haven for British babies; Golden Glove bouts in N. Y.; Basketball: Army vs. Navy; Torger Tokle wins ski championship.

PATHE (Vol. 12, No. 55)—Army sergeant's day at Ft. Dix; Funeral of Lord Baden-Powell in South Africa; New Ford combat cars; Cargo vessel launched at Chester, Pa.; Vice-President Wallace greets Latin-American students; Carnival at Rio De Janeiro; Culinary art show at Chicago; Family of nineteen on picnic at Bakersfield, Calif.; Basketball: Army vs. Navy; New Navy gym at Annapolis; Golden Glove bouts in N. Y.

UNIVERSAL (Vol. 13, No. 960)—Naval reserve radio school in Conn.; New Ford combat cars; Cargo vessel launched at Chester, Pa.; British Coast Guard vigilant; British machine gun unit; Wright plant donates airplane engines to Britain; Inventors show at Dallas; Basketball: Army vs. Navy; Philadelphia Athletics in spring training; Golden Glove bouts in N. Y.; Auto race on ice in Conn.; Torger Tokle wins ski championship.

NEWS OF THE DAY (Vol. 12, No. 250)—Britain's schoolboys train for RAF; Red Cross furnishes haven for British babies; England motorizes machine gun defenses; Carnival at Rio De Janeiro; New Ford combat cars; Family of nineteen on picnic at Bakersfield, Calif.; Basketball: Army vs. Navy.

(Released Wednesday, March 12)

PARAMOUNT (No. 54)—U. S. acts to end steel strike; Dedicate new U. S. Canadian bridge; Georgia plane crash probed; Naturalized group visits Oregon state capitol; Dairy cow has triplets; Churchill inspects island defenses; British forces continue desert sweep against Italians; Baseball, Brooklyn Dodgers vs. N. Y. Giants; Girls' baseball team at New Orleans; Bimelech defeated in Widener Handicap; Mioland and Challedon defeated in Santa Anita classic.

MOVIETONE (Vol. 23, No. 51)—British capture Tobruk; Italian prisoners reach India; English royalty tours naval base; Churchill reviews old Scottish regiment; American planes arrive to aid Britain; Captain Rickenbacker in Georgia plane crash; Roosevelt lauds motion pictures at Academy Awards fete; Baseball: Cleveland Indians in training; Chicago Cubs in training at Catalina (except Pittsburgh); Pittsburgh Pirates train at San Bernardino, Cal. (Pittsburgh only); Bay View wins Santa Anita classic (except Los Angeles, San Francisco, Seattle, Portland, Atlanta); Skiing on hot pool in Colorado; Big Pebble wins Widener Handicap (last two subjects Los Angeles, San Francisco, Seattle, Portland, Atlanta only).

NEWS OF THE DAY (Vol. 12, No. 249)—British capture Tobruk; British warships patrol Mediterranean; Royal Family visits bombed Portsmouth; Yankee bombers span Atlantic; Roosevelt addresses Academy Awards fete; U. S. settles steel strike; Biscayne Bay Regatta; Roller derby—N. Y. vs. Chicago; Bay View wins Santa Anita classic; Big Pebble wins Widener Handicap (Atlanta, Charlotte and New Orleans only).

PATHE (Vol. 12, No. 54)—U. S. settles steel strike; British capture Tobruk; Film Academy makes annual awards; Ambassador Winant leaves for London; Fire razes Fort Myer (Va.) barracks; Largest troop transport completed; Skaters spill in Roller Derby (except Pittsburgh, Cleveland, Portland and Seattle); Widener and Santa Anita Handicaps; Naturalized group visits Oregon state capitol (Portland and Seattle only); Cubs, Pirates, Indians train (local shots).

UNIVERSAL (Vol. 13, No. 959)—U. S. settles steel strike; British capture Italian desert fort; Italian prisoners land in India; Roosevelt lauds film industry; Largest troop transport; Seven die in Georgia plane crash; Biscayne Bay Regatta; Roller Derby at Chicago; Big Pebble wins Widener Handicap.

Selette Recalls Stunts Of Institutional Nature

The importance of institutional advertising has been, and will continue to be, emphasized in STR. In a recent editorial (*STR, Jan. 25*), it was pointed out that "theatres have the bad habit of getting stale and monotonous" and that "unless something is done about them they stop pulling as in the days of yore." The editorial urged exhibitors to send in examples of "how and what you did about it."

Since that time, several examples have come in, the majority of which have been discussed from time to time in the Program Exchange department. Now along comes Manager Eddie Selette of the Albany Theatre, Albany, N. Y., with some fine examples culled from his scrap book.

One goes back to 1936, when he was managing the Regent Theatre. "Thank God for the Regent"—was the attention-getting headline for the ad, and the copy ran as follows:

"In times like these any individual or organization that helps Mr. and Mrs. John Public stretch their dimes into dollars is as welcome as the sight of land to an ocean flyer.

"That's why Mr. and Mrs. Public are today giving thanks that the Regent has come to their succor by offering the biggest show value in town or anywhere in the country at a price within the reach of everyone.

"Offering double features always with selected short subjects, added attractions, stage shows, gift nights, etc., for the small price of 10 cents, matinees, the Regent is truly the answer to the prayers of Mr. and Mrs. John Public.

Twice As Much Entertainment

"Theatregoers are now getting just *twice as much* entertainment and added attractions at the Regent for less than they would pay elsewhere.

"Folks, it's a shoppers' market, and the wise shopper will go to the Regent, 'The Patron's Theatre', Albany's biggest amusement bargain."

For another example performed prior to 1936, Eddie reminds us of the time when he was managing theatres in New England. More than once he pulled a swell gag that netted him extra publicity and appreciation from the public. The gag was to advertise parking space for baby carriages. Institutional advertising? Certainly. And it clicked.

On another occasion, he distributed rectangular cards with the theatre masthead and prices at the top. The rest of the card was labeled, "Week of—," under which were seven boxes, one for each day of the week. Patrons receiving the cards at the theatre were instructed to fill in the boxes, one for each day of the week, with the newspaper ad of the attraction playing on that day. When the spaces were filled and the card signed at the bottom, it was brought to the box office for a guest ticket.

Several times Eddie has had his cashier distribute a card which begins "I Only Sell You Tickets," and then continues: "I don't have much time for conversation, but I am so enthused about our coming parade of hits and stars that I want to tell you about our shows." This is followed by a list of pictures and playdates.

If anyone knows the value of institutional advertising, it's Eddie Selette. We thank him for the reminders.

Novel Herald Brings Additional Crowds to See "Thing Called Love"

Manager Walter Fuller of the Fox Theatre, Bakersfield, Calif., recently distributed a herald that accounted for extra business on "This Thing Called Love."

The snappy message was as follows: "The bees hum, 'it's a honey'! The birds sing the praises of 'This Thing Called Love'!"

The novel approach made an impression on the public, and it responded by making its way to Fuller's box office.

Human Relations in Business

Here are Thoughts of Value for Every Theatreman

This is the second of a series on Human Relations in Business. The 52 messages which comprise this series are the culmination of 35 years experience on the part of The Stevens-Davis Company, Chicago, in problems of personnel. Through this company's courtesy, as well as that of the editors of "Par," Fox West Coast theatre organ which first reproduced the articles, we are privileged to present this valuable series (with minor adaptations) to our readers in the hope that by studying and assimilating the thoughts contained therein exhibitors will greatly benefit. The material is protected by copyright by the Stevens-Davis Company of Chicago, publishers and owners of the Human Relations in Business program.

What impressions do you create?: A false front never won true success. It's not the stuffed shirt, but what's behind it that really counts.

Put yourself in the other person's shoes: Everyone whose success in life depends on getting along with others—and that's everyone—faces the necessity of developing a human understanding. To understand others requires an open mind, an interest in people generally, and an ability to see their viewpoint. Those are three essentials in human relations in business.

Small things: "It's the little things that count," is a saying we've all heard for years. Few people are in a position to win friends and customers by granting big favors. Yet all can participate in the little acts of courtesy which mean so much to all of us. Give more courteous, more friendly service.

Coolness under fire: Funny thing — the more times we lose our temper, the more of it we have. But self-control develops a personality and character that commands respect in difficult situations—that create increased confidence on the part of customers and associates. In business there will always be complaints. But from complaints come progress and to the person who is able to handle them tactfully comes greater opportunity for advancement.

Over-familiarity breeds resentment: The line at which over-familiarity begins and friendliness leaves off is not sharply defined. Just one overt act may be enough to break off a valued relationship with a friend, patron or business associate. Do not take a friend or customer so much for granted that the guard of propriety is let down.

Soft-pedaling flattery: There's a vast difference between sincere appreciation and gushing flattery. No one resents appreciation; and a little flattery may, at times, come under the heading of diplomacy or tact. But great care must be taken not to spread it on too thick. For few people are so gullible that they can be fooled about themselves—especially among those upon whom making a good impression is worthwhile.

Can you "take it?": If every contact with a business associate or patron was a pleasant one, life would be pretty much a path of roses. But unfortunately, there are those who are intolerant, that get "hot and bothered" over trifles and thus cause a lot of unpleasantness. By meeting their intolerance with tolerance, such people can be brought down to earth. They appreciate tactful handling on the rare occasions when they get it.

(Another in this series will appear in an early issue of STR. Watch for it.)

Special Air Show Spectacularly Exploits "Command" in Baltimore

Setting a new high in spectacular exploitation, Bill Saxton, Loew's, Baltimore, arranged with local U. S. Navy officials for a special air show in honor of the local premiere of "Flight Command."

Navy planes demonstrated dive bombing and other flight tactics which thrilled a crowd estimated at 25,000 by the *Baltimore News-Post.*

Newspapers prominently featured pictures and compared the actual flying with tactics shown in the motion picture.



Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

George Waggner has started direction on Universal's "Horror Island," with Peggy Moran, Leo Carrillo and Dick Foran heading the cast.

Georges Metaxa is wanted for the part of the Italian heavy in "Yank in the R.A.F.," which gets under way at 20th Century-Fox late this month. It is interesting to note that Metaxa, who has played practically every European nationality but his own, is a Roumanian.

June Preisser, the gifted young blonde who sang and danced in MGM's "Babes in Arms" and "Strike Up the Band," was signed to a long-term contract by Paramount. Her first appearance on the lot will be in "Henry for President," next in the series of Aldrich Family pictures with Jimmy Lydon and Charley Smith.

If the deal can be arranged, Peter Lorre will have the leading role in "King of the Zombies," which Lindsley Parsons will produce for Monogram. Mantan Moreland, Negro comic, has been set for an important role.

Speculation as to Rita Hayworth's next role at her home studio, Columbia, came to an end with the announcement that she has been assigned a stellar part in "Our Wife," which is to be produced and directed by John Stahl. Miss Hayworth is currently at 20th Century-Fox, in "Blood and Sand."

Russell Gleason, Cecil Cunningham and Eddie Conrad have been added to the supporting cast of Leon Errol's next feature comedy at RKO, "Hurry, Charlie, Hurry." Charles Roberts will direct.

"Country Fair," featuring the Weaver Brothers and Elviry, has been put on the Republic shooting schedule. Frank McDonald returns to the studio for the megaphone job, after an absence of two months.



The Lynches in Hollywood

George Lynch of the Schine Circuit and Judy Canova, star of Republic's "Sis Hopkins" are much amused at Mrs. Lynch's attempt to remove some of Jerry Colonna's handlebar mustache.

Sol Lesser is rushing work on the script of "Strange Victory," his next picture for United Artists, so that he can plan an April 1 starting date. Martha Scott is the only principal named, with tests now being made for the rest of the cast.

Lee Bowman was cast at MGM for a featured role in "Washington Melodrama," which S. Sylvan Simon is directing. Bowman joins a cast which includes Frank Morgan, Kent Taylor, Ann Rutherford, Virginia Grey and Dan Dailey, Jr.

James Newill was signed by 20th Century-Fox for a featured singing role in "The Great American Broadcast," which Archie Mayo is directing.

Having completed his role in "Model Wife," starring Joan Blondell and Dick Powell at Universal, Charlie Ruggles reports to his brother Wesley, Columbia producer-director, for tests for the leading comedy role in "The Doctor's Husband."

Arthur Hornblow, Jr., Paramount producer, has added one of the most hissed villains of recent stage history, Mestor Paiva, to the cast of "Hold Back the Dawn," which stars Charles Boyer, Olivia de Havilland and Paulette Goddard. Paiva has for years played the villain in "The Drunkard."

William Keighley dance-auditioned Margo Canillo, Brazilian singer and dancer, with a view of spotting her importantly in "Carnival in Rio," his next Warner Bros. picture.

Ann Stewart, lovely redhead appearing in "New Wine," is the eighteen-year-old daughter of Director Reinhold Schunzel. She generally appears in a small part in each of her father's pictures, but has her best role in "New Wine."

Verne and Verde Rodick, Oklahoma singing twins, will make their screen debut in Bill Elliott's next starring western, "The Return of Daniel Boone," scheduled to go before the Columbia cameras in a few days.

Producer Harry Sherman is planning to start his deluxe western, "The Parson of Panamint," within the next two weeks, and is currently lining up an all-star cast for the picture. Russell Hayden, "Lucky" of the Hopalong Cassidy series, has already been assigned one of the top roles.

Merian C. Cooper, noted World War flying ace and film producer, has arrived in England where he will spend two months preparing Walter Wanger's "The Eagle Squadron," for filming.

Henry Stephenson joins the cast of Republic's "Lady From New Orleans," John Wayne-Ona Munson starrer. Bernard Vorliaus is associate producer and director.



Model Husband Feeds Model Wife

Dick Powell and Joan Blondell help each other to a catch-as-catch-can snack between scenes of Universal's "Model Wife."

HOLLYWOOD STUDIO ROUND-UP

Only six pictures went before the cameras this week:

PARAMOUNT

NIGHT OF JANUARY 16TH—Principals: Ellen Drew, Robert Preston. Director, William Clemens.

REPUBLIC

ROOKIES ON PARADE—Principals: Bob Crosby, Ruth Terry, Marie Wilson. Director, Joseph Santley.

LADY FROM NEW ORLEANS—Principals: Ona Munson, John Wayne, Helen Westley, Ray Middleton. Producer-Director, Bernard Vorhaus.

UNIVERSAL

HORROR ISLAND — Principals: Peggy Moran, Dick Foran, Leo Carrillo. Director, George Waggner.

CRACKED NUTS—Principals: Una Merkel, Stuart Erwin, Mischa Auer. Director, Edward F. Cline.

WARNER BROTHERS

UNDERGROUND — Principals: Jeffrey Lynn, Karen Verne, Philip Dorn. Director, Vincent Sherman.

Cummings Directs "Belle Starr"

Irving Cummings has been handed the directorial assignment on 20th Century-Fox's "Belle Star," set to go into production on March 24.



Miss and Maestro

Joan Bennett and Richard Wallace, director, going over the script of Columbia's "She Knew All the Answers," in which Joan is co-starred with Franchot Tone.

Paramount to Start 25 Pictures in Three Months

With eleven pictures completed and ready for release, and seven more before the cameras, Paramount has twenty-five others, in various stages of preparation, all set to go into work during the next three months. Spurred by Y. Frank Freeman, vice-president in charge of studio operations, the Paramount organization now is geared for the greatest production drive in the history of the organization.

While starting dates have not been officially promulgated, it appears as a certainty that the studio may have as many as ten features going simultaneously during this and the succeeding months.

Three new sound stages are now under construction to accommodate the production campaign to be launched by B. G. DeSylva, executive producer, and every star and featured player on the contract roster has one or more future commitments.

Schunzel Modernizing Two Stories

Having completed the direction of "New Wine" for Gloria Productions' United Artists release, Reinhold Schunzel is modernizing two of his European productions to suit American audiences. For the past two years, Schunzel has been studying American music styles, and is now changing the music of his two originals, "The Low Card" and "Victor and Victoria," both outstanding European hits.

Lynn Gets "Underground" Lead

Jeffrey Lynn has been assigned the male lead in "Underground," Warner Bros. feature about a secret radio network in Germany, broadcasting propaganda against the Nazi regime. Philip Dorn, borrowed from MGM, will have an important role in the picture which will be directed by Vincent Sherman. Lynn has just finished playing the lead opposite Priscilla Lane in "Miss Wheelwright Discovers America."

Darmour Sets Another "Queen"

Producer Larry Darmour has chosen "The Devil Pays," as the third in his "Ellery Queen" series, and has assigned Eric Taylor to write the screenplay. The cast will be headed by Ralph Bellamy, Margaret Lindsay, Charles Grapewin and James Burke. The story is based on one of the early "Ellery Queen" novels.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

We like Bob Taplinger's description of George Tobias—"candidate for Academy recognition in the bicycling division." George is undergoing a lull at present, resting between romps to the stages for "The Gentle People" and "Sergeant York."

Over at Universal watching Director Joe May put a flock of "Dead Enders" through the paces for "Hit the Road," while Producer Ken Goldsmith looked on with more interest than a visiting fireman.

Following the highly successful preview of his latest picture for Paramount, "The Hard Boiled Canary," starring Susanna Foster, Andrew L. Stone has been handed three scripts by three different studios as possible directorial assignments. All three of the scripts are musicals.

Now that RKO has renewed its contract with Audience Research Institute, for another year, how about putting it to work on "Citizen Kane." That's one way for the press to know what's going on . . . or is it still a big secret as far as the theatremen are concerned also.

After a search of over six months, Columbia has finally found "Tillie" for the projected "Tillie the Toiler" series. The lucky girl is Kay Harris, five feet six inches tall, weighs 120 pounds, and is a brunette with brown eyes. Miss Harris was secretary to a Crossley airshow executive, which makes her perfect for the role.

Paramount has a good bet in lovely Martha O'Driscoll, a young lady with a million dollars worth of personality . . . in addition to a swell sense of humor. We had the pleasure of dining with Martha before the "Lady Eve" preview, and enjoyed every minute of it, and now we're wishing we never used the "oldtimer" tag.

It looks like David O. Selznick has the corner on the Academy Oscars, last year with "Gone with the Wind" and this year with "Rebecca." Orchids to D. O. S. for the high praise he paid to Alfred Hitchcock, the director.

Raynor New P.R.C. Publicity Head

William E. Raynor, Jr. has been appointed West Coast director of publicity and advertising for Producers Releasing Corporation, replacing Edward Graneman. Raynor recently resigned as pressbook editor for Monogram.

Oakie for "Song and Dance Man"

Jack Oakie's name has been inked into the starring role of "Song and Dance Man," one of the forthcoming big musicals at 20th Century-Fox. The start depends on the finish of Oakie's co-starring role in Warner Bros.' "Navy Blue," his next commitment after the current "The Great American Broadcast."



Lessons for a Newcomer

Director Reinhold Schunzel of "New Wine," soon to be released by United Artists explains the fine points of acting to Ann Stewart, 18 year old red head, who, incidentally, is his daughter.

Carroll Joins Stellar Cast in "Lady Be Good"

One of his best roles to date has been handed to John Carroll in MGM's big musical, "Lady Be Good," in which he will portray the role of the radio crooner, Buddy Blue.

"Lady Be Good" will be an ace musical for 1941 with a cast headed by Eleanor Powell, Ann Sothern and Robert Young. Among the big production numbers are "Lady Be Good" and "Fascinating Rhythm" by Gershwin, in addition to the currently popular "The Last Time I Saw Paris," and several original compositions.

Others in the cast are Red Skelton, Lionel Barrymore, Connie Russell and Virginia O'Brien. The film is being directed by Norman McLeod, under the production supervision of Arthur Freed.

James Craig Gets Break

James Craig, being acclaimed for his work in "Kitty Foyle," gets a well deserved break in RKO's "A Certain Mr. Scratch," which Producer-Director William Dieterle will send before the cameras within the next three weeks. Craig will have the romantic lead, with Anne Shirley. Others signed for important roles are Thomas Mitchell and Walter Huston.

Universal Starts "Cracked Nuts"

With a cast headed by Una Merkel, Stuart Erwin and Mischa Auer, under the direction of Edward F. Cline, Universal gave the go signal to its latest comedy, "Cracked Nuts." William Frawley, Hattie Noel, Eric Stanton and Manton Moreland round out the featured cast.

"Rookies" Get Marching Orders

"Rookies on Parade," Republic's draft musical, got its marching orders before the cameras, with Joseph Santley directing for Producer Albert J. Cohen. The cast includes Bob Crosby, Ruth Terry, Marie Wilson, Eddie Foy, Jr., Cliff Nazaro, Bill Demarest, Gertrude Niesen, Sidney Blackmer, William Wright and Horace McMahon.

Chadwick to Produce "Redhead"

As his second feature for Monogram, I. E. Chadwick will produce "Redhead," from an original story by Dorothy Reid, Conrad Seiler and Betty Burbridge.

Advance Dope

NORTH FROM THE LONE STAR

Columbia **Western** **March 31**

Selling Names: Bill Elliott, Dorothy Fay.
Director: Lambert Hillyer.
Producer: Leon Barsha.
Story Idea: A tough, trouble-making gambler and his gang dominate a peaceful town. Bill Elliott has himself appointed Marshall and by wiping them all out, finds he has done another good job.
Catchline: "Bill Elliott thwarts the work of a trouble-maker."

THE NURSE'S SECRET

Warner Brothers **Mystery** **Not Set**

Selling Names: Lee Patrick, Regis Toomey.
Director: Noel Smith.
Assoc. Producer: William Jacobs.
Story Idea: A murder, made to appear a suicide, baffles Inspector Regis Toomey, until his girl-friend, Lee Patrick, assigned as a nurse in the home, finds the clue that solves the case.
Catchline: "The perfect crime . . . except for one thing."

THE BLACK CAT

Universal **Mystery** **May 2**

Selling Names: Basil Rathbone, Hugh Herbert, Broderick Crawford, Gale Sondergaard, Bela Lugosi.
Director: Albert Rogell.
Producer: Burt Kelly.
Story Idea: Mysterious circumstances surround the death of a queer old lady and all her relatives, living on the gruesome place, are suspects. The keeper of the cats, hundreds of them, helps things along.
Catchline: "A double crime that led to the trail of the cat."

THE GENTLE PEOPLE

Warner Brothers **Drama** **Not Set**

Selling Names: Ida Lupino, Thomas Mitchell, John Garfield, Eddie Albert.
Director: Anatole Litvak.
Assoc. Producer: Henry Blanke.
Story Idea: Two old cronies, co-owners of a small fishing boat, become involved in the death of a racketeer, to whom they had been paying protection money, when he falls out of their boat and drowns. Cleared—they go back to their secret dream of owning a large boat.
Catchline: "Forced to fight back, they stumbled into danger."

KISS THE BOYS GOOD-BYE

Paramount **Comedy-with-Music** **July 4**

Selling Names: Mary Martin, Don Ameche, Raymond Walburn, Oscar Levant, Rochester.
Director: Victor Schertzinger.
Producer: William LeBaron.
Story Idea: A satiric comedy that deals with the search for a genuine Southern heroine for the lead in a Broadway musical show, and her discovery in the person of Mary Martin, a synthetic southerner.
Catchline: "Hilarious fun, hummable tunes, gay romance . . . everything to make you kiss the blues good-bye."

UNFINISHED BUSINESS

Universal **Drama** **August 15**

Selling Names: Irene Dunne, Robert Montgomery, Preston Foster, Eugene Pallette.
Producer-Director: Gregory LaCava.
Story Idea: A small town singing teacher leaves her husband, believing herself in love with his older, man-of-the-world brother. Determined to re-unite the couple, the brother deliberately disillusions her about himself, and everything ends happily.
Catchline: "The pitfalls of marriage without love."

A VERY YOUNG LADY

20th Century-Fox **Drama** **June 6**

Selling Names: Jane Withers, Nancy Kelly, John Sutton.
Director: Harold Schuster.
Assoc. Producer: Robert T. Kane.
Story Idea: A young tomboy falls in love with the principal of her exclusive girls' school, and makes his life miserable, until she gets over her crush . . . and gets a boy her own age.
Catchline: "In the flush of her first romance . . . she learned about glamour."

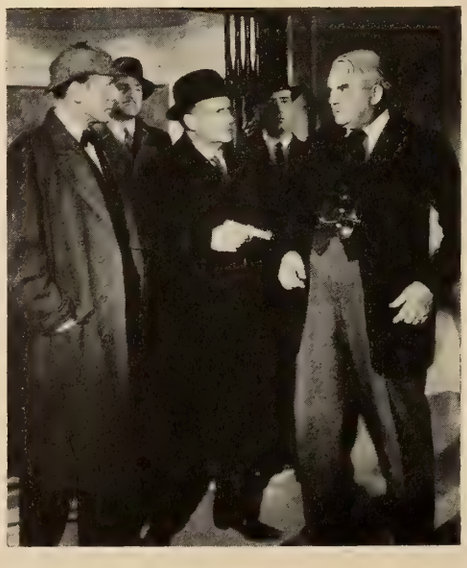
NEW WINE

United Artists **Musical Drama** **Not Set**

Selling Names: Ilona Massey, Alan Curtis, Albert Basserman, Binnie Barnes, Billy Gilbert.
Director: Reinhold Schunzel.
Producer: Dr. William Sekely.
Story Idea: Franz Schubert's faith in himself and his music is re-awakened by a beautiful girl. She came into his life, fell deeply in love with him and then sacrificed her happiness so that his music might live forever.
Catchline: "Franz Schubert . . . the man who has given the world the most beautiful melodies."

Ain't It the Truth?

A doorman at the door is worth two watching the picture.



Above is a scene from Astor Pictures' latest release, "Hound of the Baskervilles" with Arthur Wontner again in the role of Sherlock Holmes.



The Rialto Did It This Way

Eye-arresting front prepared by George Hoffman for the New York Rialto Theatre's engagement of Hal Roach's "Road Show." Psychometer, which classified patrons' humor, is seen under heading "Get Measured For Pleasure." Pillars on both sides of this machine carried scenes from the picture, which revolved continuously, heightening the effectiveness of the front.

Humor-Analysis Laboratory Set, Up in Rialto Lobby for "Road Show"

In connection with the Broadway premiere of Hal Roach's "Road Show" at the Rialto Theatre, the Maico Psychometer, a laugh-detecting machine sponsored by the American Institute of Humor-Analysis, was installed in the lobby. The Institute conducted free humor quizzes for all who wished to be "measured for pleasure" and to determine their Humor Quotients.

The Institute has been conducting these free tests in connection with "Road Show" engagements throughout the country.

Excellent Teaser Campaign Results In Added Business on 'Aunt Maggie'

Joe Conway, owner-manager of the Egyptian Theatre in Bala-Cynwyd, Pa., promoted "Who Killed Aunt Maggie?" with an excellent campaign, and as a result the box office receipts in his theatre over a recent weekend were the biggest in three years.

One week prior to the opening of the picture, Conway started a teaser campaign in the Philadelphia newspapers, using one inch by one column spaces set in a border of question marks. The copy in these attention-getting advertisements read:

WHO KILLED AUNT MAGGIE?
1. Did Mussolini do it? Definitely Not!
WHO KILLED AUNT MAGGIE?
2. Hitler did not do it!
WHO KILLED AUNT MAGGIE?
3. Churchill would not do it!
WHO KILLED AUNT MAGGIE?
4. Iron Whiskers couldn't do it!
WHO KILLED AUNT MAGGIE?

During the same week, every patron purchasing tickets from the cashier was given a whispered "Who Killed Aunt Maggie?" along with his ticket and change. The doorman's "thank you" was followed immediately by a hissed "Who Killed Aunt Maggie?"

In the middle of the newsreel, Conway inserted a silent trailer with the words "Who Killed Aunt Maggie?" popping out of the screen, word by word. Following the comedy, every house light was extinguished. There was a scream and a shot from backstage, and then a ghoulish figure, highlighted by a white spot, stood in the orchestra and asked again "Who Killed Aunt Maggie?"

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE; b—BOX OFFICE SLANT.
Initial Before Release Indicates Audience Suitability: (F) Family. (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars		Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel			Reissued
Crooked Circle (C)	70	Zasu Pitts-Jimmy Gleason	(F)	9/15/40	Reissued
Everything Is Rhythm (Mu)	60	Harry Roy & Band		7/22/39	Not Rev.
Framed for Murder (D)		Wallace Ford-Fuzzy Knight		2/10/41	Not Rev.
Hell's Angels (D)	100	Lyon-Harlow-Hall		1/10/40	Reissued
Hell's Crossroads (D)		Tom Keene-John Qualen	(A)	8/2/40	Reissued
		(Former title "Our Daily Bread")			
Monster Walks (My-D)	60	Mischa Auer		7/6/40	Reissued
Murder at the Baskervilles		Arthur Wontner		10/15/40	Not Rev.
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak			Reissued
Sky Devils (C-D)	88	Spencer Tracy		9/1/40	Reissued
Tumbleweeds (W)	86	William S. Hart		5/1/39	Reissued
U-67 (D)	60	Alan Hale-Claude Allister		8/1/39	Reissued
Vengeance of the Deep (D)	70	Lloyd Hughes	(F)	2/15/40	b3/2/40

COLUMBIA

Current 1939-40

Angels Over Broadway (D)	79	Doug. Fairbanks, Jr.-R. Hayworth	(A)	9/30/40	b10/12/40
Babies for Sale (D)	64	Rochelle Hudson-Glenn Ford	(A)	5/16/40	b5/18/40
Before I Hang (D)	63	Boris Karloff-Evelyn Keyes	(F)	9/17/40	b10/12/40
Blazing Six Shooters (W)	61	Charles Starrett-Iris Meredith	(F)	4/4/40	b3/16/40
Blondie Has Servant Trouble (C)	69	Penny Singleton-Arthur Lake	(F)	7/25/40	b7/27/40
Doctor Takes a Wife (C)	88	Loretta Young-Ray Milland	(A)	4/25/40	b4/27/40
Five Little Peppers in Trouble (D)	64	Edith Fellows-Tommy Bond	(F)	9/1/40	b1/18/41
Girls of the Road (D)	61	Ann Dvorak-Helen Mack-L. Lane	(A)	6/20/40	b7/27/40
Glamour for Sale (D)	59	Anita Louise-Roger Pryor	(A)	9/27/40	b11/9/40
He Stayed for Breakfast (C)	89	Loretta Young-Melvyn Douglas	(A)	8/22/40	b8/10/40
Howards of Virginia (H-D)	117	Cary Grant-Martha Scott-Carlson	(F)	9/19/40	b8/31/40
I Married Adventure	78	Travelogue Feature	(F)	7/24/40	b8/3/40
Island of Doomed Men (D)	67	Peter Lorre-Rochelle Hudson	(A)	5/20/40	b6/8/40
Lady in Question (D)	81	Brian Aherne-Rita Hayworth	(A)	8/7/40	b8/10/40
Lone Wolf Meets a Lady (My)	71	Warren William-Jean Muir	(F)	5/30/40	b5/18/40
Mad Men of Europe (D)	72	Edmund Gwenn-Mary Maguire	(F)	6/3/40	b5/25/40
Man from Tumbleweeds (W)	59	Bill Elliott-Iris Meredith		5/2/40	a5/25/40
Man with Nine Lives (D)	73	Boris Karloff-Jo Ann Sayers	(A)	4/18/40	b4/20/40
Military Academy (D)	66	Tommy Kelly-Bobby Jordan	(F)	7/18/40	b7/20/40
Out West with the Peppers (D)	62	Edith Fellows-Dorothy Peterson	(F)	6/30/40	b7/20/40
Passport to Alcatraz (D)	60	Jack Holt-Cecelia Callejo	(A)	6/6/40	b5/25/40
Return of Wild Bill (W)	60	Bill Elliott-Iris Meredith	(F)	6/27/40	b7/13/40
Secret Seven (D)	62	Bruce Bennett-Florence Rice	(F)	8/15/40	b8/17/40
Texas Stagecoach (W)	59	Chas. Starrett-Iris Meredith	(F)	5/23/40	b3/30/40
Twenty-one Days Together (D)	72	Vivien Leigh-Laurence Olivier	(A)	5/16/40	b4/6/40
		(Reviewed as "Three Weeks Together")			

Current 1940-41

Across the Sierras (W)	58	Bill Elliott-Luana Walters		2/13/41	a11/16/40
Adam Had Four Sons (D)	80	Warner Baxter-Ingrid Bergman	(A)	2/18/41	b2/22/41
Arizona (D)	128	Jean Arthur-Holden-William	(A)	12/25/40	b11/23/40
Beyond the Sacramento (W)	57	Bill Elliott-Evelyn Keyes		11/14/40	a9/14/40
		(Former title "Ghost Guns")			
Blondie Goes Latin (C)	68	Penny Singleton-Arthur Lake	(F)	2/27/41	b3/1/41
Blondie Plays Cupid (C)	68	Penny Singleton-Arthur Lake	(F)	10/31/40	b11/2/40
Devil Commands (D)	65	Boris Karloff-Amanda Duff	(A)	2/3/41	b2/8/41
Durango Kid (W)	60	Chas. Starrett-Luana Walters	(F)	8/15/40	b8/31/40
Ellery Queen, Master Detective (My-D)	68	Ralph Bellamy-Margaret Lindsay	(F)	11/30/40	b11/30/40
Escape to Glory (C-D)	74	Constance Bennett-Pat O'Brien	(A)	11/28/40	b11/23/40
Face Behind the Mask (D)	69	Peter Lorre-Evelyn Keyes	(A)	1/16/41	b2/15/41
Fugitive from a Prison Camp (D)	59	Jack Holt-Marian Marsh	(F)	9/5/40	b8/10/40
Girls Under 21	64	Paul Kelly-Rochelle Hudson	(F)	10/24/40	b11/16/40
Great Plane Robbery (D)	53	Jack Holt-Vicki Lester	(A)	12/9/40	b11/23/40
Lone Wolf Keeps a Date (C-D)	64	Warren William-Frances Robinson	(A)	11/23/40	b11/23/40
Lone Wolf Takes a Chance (My)		Warren William-June Storey		3/6/41	a1/11/41
Meet Boston Blackie (D)	69	Chester Morris-Rochelle Hudson	(A)	2/20/41	b3/1/41
Missing Ten Days (D)	82	Rex Harrison-Karen Verne	(F)	2/28/41	b10/21/39
		(Reviewed as "Ten Days In Paris")			
Nobody's Children (D)	65	Edith Fellows-Lois Wilson	(F)	10/17/40	b1/25/41
Outlaws of the Panhandle (W)	59	Chas. Starrett-Frances Robinson		2/27/41	a8/31/40
Phantom Submarine (D)	70	Anita Louise-Bruce Bennett	(F)	12/20/40	b2/22/41
Pinto Kid (W)	61	Charles Starrett-Louise Currie		1/9/41	a7/13/40
Prairie Schooners (W)	58	Bill Elliott-Evelyn Young	(F)	9/30/40	b11/9/40
So You Won't Talk? (C)	69	Joe E. Brown-Frances Robinson	(F)	10/3/40	b9/28/40
This Thing Called Love (C)	95	Melvyn Douglas-Rosalind Russell	(A)	1/2/41	b12/28/40
Thundering Frontier (W)	57	Charles Starrett-Iris Meredith	(F)	12/5/40	b9/21/40
West of Abilene (W)	58	Charles Starrett-Marjorie Cooley	(F)	10/21/40	b7/20/40
Wildcat of Tucson (W)	59	Bill Elliott-Evelyn Young		12/31/40	a10/26/40

Coming 1940-41

Chain Gang	Otto Kruger-Gloria Dickson		In Prod.
Ellery Queen's Penthouse Mystery (My)	68 Ralph Bellamy-Margaret Lindsay	(F)	3/24/41 b3/1/41
Great Swindle (D)	Jack Holt-Marjorie Reynolds		4/30/41 a6/29/40
	(Former title "Tampered Evidence")		
Her First Beau	Jane Withers-Jackie Cooper		In Prod.
Naval Academy	Jimmy Lydon-Fred. Bartholomew		In Prod.
North From the Lone Star (W)	Bill Elliott-Dorothy Fay		3/31/41 a3/8/41
Penny Serenade (C)	Irene Dunne-Cary Grant		4/17/41 a12/21/40
Senate Page Boys	Herbert Marshall-Virginia Bruce		In Prod.
She Knew All the Answers	Franchot Tone-Joan Bennett		In Prod.
They Dare Not Love (D)	Martha Scott-George Brent		4/24/41 a2/22/41
Time Out For Rhythm	Rudy Vallee-Rosemary Lane		In Prod.
Under Age	Nan Grey-Alan Baxter-Tom Neal		4/24/41 In Prod.

DISNEY

Fantasia (FA)	150	Technicolor Cartoon	(F)		b11/16/40

MGM

Current 1939-40

And One Was Beautiful (D)	70	Jean Muir-Robert Cummings	(A)	4/5/40	b4/6/40
Andy Hardy Meets Debutante (C)	86	Mickey Rooney-Lewis Stone	(F)	7/5/40	b7/6/40
Boom Town (D)	120	Gable-Tracy-Lamarr-Colbert	(A)	8/30/40	b8/10/40
Captain Is a Lady (C)	65	Coburn-Billie Burke-B. Bondi	(F)	6/21/40	b6/29/40
Dr. Kildare's Strange Case (D)	76	Lionel Barrymore-Lew Ayres	(F)	4/12/40	b4/6/40
Edison the Man (D)	107	Spencer Tracy-Rita Johnson	(F)	5/10/40	b5/25/40
Forty Little Mothers (C)	90	Eddie Cantor-Rita Johnson	(F)	4/26/40	b4/20/40
Golden Fleecing (C-D)	70	Rita Johnson-Lew Ayres	(F)	8/16/40	b8/24/40
Gold Rush Maisie (C)	82	Ann Sothern-Lee Bowman	(F)	7/26/40	b8/3/40
I Love You Again (C)	99	Wm. Powell-Myrna Loy	(A)	8/9/40	b8/10/40
Mortal Storm (D)	100	Margaret Sullavan-Jas. Stewart	(F)	6/14/40	b6/15/40
New Moon (D)	102	Jeanette MacDonald-Nelson Eddy	(F)	6/28/40	b6/15/40
Phantom Raiders (My)	70	Walter Pidgeon-Florence Rice	(F)	5/31/40	b6/1/40
Pride and Prejudice (C-D)	117	Greer Garson-L. Olivier	(F)	8/2/40	b7/13/40
Sporting Blood (D)	82	R. Young-M. O'Sullivan-L. Stone	(F)	7/12/40	b7/13/40

MGM

Current 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Susan and God (D)	117	Joan Crawford-Fredric March	(A)	6/7/40	b6/8/40
20 Mule Team (D)	84	Wallace Beery-Leo Carrillo	(F)	5/3/40	b5/4/40
Two Girls on Boadway (Mu-D)	73	Turner-Murphy-Blondell	(F)	4/19/40	b4/27/40
Waterloo Bridge (D)	102	Vivien Leigh-Robert Taylor	(A)	5/17/40	b5/18/40
We Who Are Young (D)	78	Lana Turner-John Shelton	(A)	7/19/40	b7/20/40

Current 1940-41

Andy Hardy's Private Secretary (C)	101	Mickey Rooney-Lewis Stone	(F)	2/21/41	b2/22/41
Bittersweet (Tech.) (Mu)	94	Jeanette MacDonald-Nelson Eddy	(F)	11/8/40	b11/16/40
Blonde Inspiration (C)	72	Shelton-Grey-Dekker-Nolan	(F)	2/7/41	b2/8/41
Come Live With Me (C-D)	85	James Stewart-Hedy Lamarr	(A)	1/31/41	b1/25/41
Comrade X (C)	88	Clark Gable-Hedy Lamarr	(A)	12/13/40	b12/7/40
Dr. Kildare Goes Home (D)	80	Barrymore-Ayres-Day	(F)	9/6/40	b9/7/40
Dr. Kildare's Crisis (D)	74	L. Barrymore-Ayres-Rob't Young	(F)	11/29/40	b12/7/40
Dulcy (C)	73	A. Sothern-Ian Hunter-B. Burke	(F)	10/4/40	b10/5/40
Escape (D)	104	Norma Shearer-Robert Taylor	(A)	11/1/40	b11/2/40
Flight Command (D)	115	Robt. Taylor-Ruth Hussey	(F)	1/3/41	b12/21/40
Free and Easy (C)	55	Ruth Hussey-Robert Cummings	(A)	2/28/41	b3/8/41
Gallant Sons (My-D)	76	Jackie Cooper-Gene Reynolds	(F)	11/15/40	b11/16/40
Gone With the Wind (D)	228	Gable-Leigh-Howard (Tech.)	(F)	1/17/41	b12/16/39
Go West (C)	82	Marx Brothers	(F)	12/6/40	b12/14/40
Haunted Honeymoon (C-D)	82	Robt. Montgomery-C. Cummings	(A)	9/20/40	b8/31/40
Hullabaloo (C)	77	Frank Morgan-Billie Burke	(F)	10/25/40	b11/2/40
Keeping Company (D)	78	John Shelton-Ann Rutherford	(F)	12/20/40	b1/4/41
Land of Liberty (Doc)	98	Special Subject	(F)	1/24/41	b1/11/41
Little Nellie Kelly (Mu-C)	98	Judy Garland-Geo. Murphy	(F)	11/22/40	b11/16/40
Maisie Was a Lady (C)	79	Ann Sothern-Maureen O'Sullivan	(A)	1/10/41	b1/11/41
Philadelphia Story (C)	110	Katharine Hepburn-James Stewart	(A)	1/17/41	b11/30/40
Rage in Heaven (D)	83	Rob't Montgomery-Ingrid Bergman	(A)	3/7/41	b3/8/41
Sky Murder (My)	72	Walter Pidgeon-Donald Meek	(F)	9/27/40	b9/28/40
Strike up the Band (Mu-C)	120	Mickey Rooney-Judy Garland	(F)	9/27/40	b9/21/40
Third Finger, Left Hand (C)	96	Myrna Loy-Melvyn Douglas	(A)	10/11/40	b10/12/40
Trial of Mary Dugan (My-D)	90	Laraine Day-Robert Young	(F)	2/14/41	b2/15/41
Wild Man of Borneo (C)	78	Frank Morgan-Billie Burke	(F)	1/24/41	b2/1/41
Wyoming (C-D)	87	Wallace Beery-Marjorie Main	(A)	9/13/40	b9/14/40

Coming 1940-41

Bad Man (D)	Wallace Beery-Lionel Barrymore		3/28/41	a1/25/41
Billy the Kid (Tech.) (D)	Rob't Taylor-Maureen O'Sullivan			a2/1/41
Blossoms in the Dust (Tech.)	Greer Garson-Walter Pidgeon			In Prod.
Dr. Jekyll and Mr. Hyde (D)	Spencer Tracy-Ingrid Bergman			In Prod.
Lady Be Good (Mu)	Eleanor Powell-Ann Sothern			In Prod.
Love Crazy (C)	Wm. Powell-Myrna Loy-Fay Bainter			In Prod.
Men of Boys Town (D)	Spencer Tracy-Mickey Rooney		4/11/41	a1/18/41
Penalty, The (D)	Lionel Barrymore-Edw. Arnold		3/14/41	a3/1/41
Uniform, The	Clark Gable-Rosalind Russell			In Prod.
Washington Melodrama	Frank Morgan-Ann Rutherford		4/4/41	In Prod.
Woman's Face	Joan Crawford-Melvyn Douglas			In Prod.
Ziegfeld Girl (Mu)	Stewart-Garland-Lamarr-Martin		4/18/41	a1/18/41

MONOGRAM

Current 1939-40

Arizona Frontier (W)	55	Tex Ritter-Evelyn Finley	(F)	8/19/40	b8/31/40
Boys of the City (C-D)	63	East Side Kids	(F)	7/15/40	b7/20/40
Covered Wagon Trails (W)	52	Jack Randall	(F)	4/10/40	b5/11/40
Cowboy from Sundown (W)	58	Tex Ritter	(F)	5/9/40	b5/11/40
Doomed to Die (My)	67	Boris Karloff-Marjorie Reynolds	(F)	8/5/40	b8/3/40
Golden Trail (W)	52	Tex Ritter	(F)	7/3/40	b7/6/40
Haunted House (D)	70	Marcia Mae Jones-Jackie Moran	(F)	7/22/40	b7/20/40
Kid From Santa Fe (W)		Jack Randall		5/23/40	a4/27/40
Land of the Six Guns (W)	54	Jack Randall-Louise Stanley	(F)	5/2/40	b6/29/40
Last Alarm (D)	61	Warren Hull-Polly Ann Young	(F)	6/25/40	b7/6/40
Laughing at Danger (D)	62	Frankie Darro-Joy Hodges	(F)	8/12/40	b8/3/40
Missing People	69	Will Fyffe-Kay Walsh	(F)	8/19/40	b11/9/40
Mysterious Mr. Reeder	63	Will Fyffe	(A)	4/30/40	b5/11/40
On the Spot (D)	61	Frankie Darro-Mary Kornman	(F)	6/11/40	b6/8/40
Pals of the Silver Sage (W)	52	Tex Ritter-Sugar Dawn	(F)	4/20/40	b5/4/40
Queen of the Yukon (D)	73	Chas. Bickford-Irene Rich	(F)	8/26/40	b9/14/40
Rainbow Over the Range (W)	59	Tex Ritter-Dorothy Fay	(F)	7/29/40	b8/3/40
Riders From Nowhere (W)	45	Jack Randall-Margaret Roach		5/6/40	a4/27/40
Sky Bandits		James Newill		4/15/40	a3/16/40
		(Former title "Phantom Pilot")			
Tomboy (D)	70	Marcia Mae Jones-Jackie Moran	(F)	4/20/40	b4/27/40
Up In the Air (My-D)	61	Frankie Darro-Marjorie Reynolds	(F)	9/9/40	b9/14/40
Who Is Guilty? (D)	60	Ben Lyon	(F)	9/2/40	b9/7/40
Wild Horse Range (W)	53	Jack Randall	(F)	6/25/40	b6/22/40

Current 1940-41

Ape, The (D)	62	Boris Karloff	(F)	9/30/40	b10/26/40
Chamber of Horrors (D)	83	Leslie Banks-Gina Malo	(A)	12/20/40	b6/29/40
Dead Man's Shoes (My)		Leslie Banks-Wilfred Lawson		1/15/41	Not Rev.
Drums of the Desert (D)	64	Ralph Byrd-Lorna Grey	(F)	10/7/40	b10/12/40
Flying Wild (D)	65	East Side Kids-Joan Barclay	(F)	3/10/41	b3/1/41
Her First Romance (C-D)	77	Edith Fellows-Wilbur Evans	(F)	12/25/40	b12/28/40
Ol' Swimmin' Hole (D)	78	Marcia Mae Jones-J. Moran	(F)	10/21/40	b10/26/40
Orphans of the North (T)		Adventure film		7/29/40	Not Rev.
Outsider (D)	91	Geo. Saunders-Mary Maguire	(F)	9/15/40	b3/23/40
Phantom of Chinatown (My)	62	Keye Luke-Lotus Long	(F)	11/11/40	b11/23/40
Pride of the Bowery	63	Leo Gorcey-Bobby Jordan	(F)	12/15/40	b1/25/41
Range Busters (W)	56	Ray Corrigan-Max Terhune	(F)	3/22/40	b9/14/40
Ridin' The Cherokee Trail (W)	60	Tex Ritter-Slim Andrews	(F)	2/25/41	b2/22/41
Rollin' Home to Texas (W)	63	Tex Ritter-Slim Andrews	(F)	12/30/40	b2/1/41
Take Me Back to Oklahoma (W)	64	Tex Ritter-Terry Walker	(F)	11/11/40	b11/30/40
That Gang of Mine (D)	62	Bobby Jordan-Leo Gorcey	(F)	9/23/40	b10/5/40
Trailin' Double Trouble (W)	58	Ray Corrigan-John King	(F)	10/7/40	b10/19/40
Trail of the Silver Spurs (W)	55	Corrigan-King-Terhune	(F)	1/5/41	b3/8/41
West of Pinto Basin (W)	56	Corrigan-King-Terhune	(F)	11/14/40	b12/7/40
You're Out of Luck (D)	62	Darro-Moreland	(F)	1/20/41	b1/18/41

Coming 1940-41

Kid's Last Ride (W)	John King-Ray Corrigan			a1/11/41
	(Former title "Prairie Schooldays")			
Sign of the Wolf (D)	Grace Bradley-Louise Beavers		3/15/41	a2/22/41
Tumbledown Ranch in Arizona (W)	Range Busters		3/28/41	In Prod.

PARAMOUNT

Current 1939-40

Adventure in Diamonds (D)	72	Isa Miranda-George Brent	(A)	4/5/40	b1/27/40
Biscuit Eater (D)	79	Billie Lee-Cordell Hickman	(F)	5/24/40	b4/13/40
Buck Benny Rides Again (C)	85	Jack Benny-Virginia Dale	(F)	5/3/40	b4/13/40
Comin' Round the Mountain (C)	72	Bob Burns-Una Merkel	(F)	8/16/40	b8/17/40
Dr. Cyclops (Tech.) (D)	75	Albert Dekker-Janice Logan	(A)	4/12/40	b3/9/40
French Without Tears (C)	85	Ray Milland-Ellen Drew	(A)	4/26/40	b11/11/39
Ghost Breakers (My-D)	78	Bob Hope-Paulette Goddard	(F)	6/21/40	b6/8/40
Golden Gloves (D)	68	Jean Cagney-Robert Ryan	(A)	8/2/40	b8/3/40
Great McGinty (D)	85	Brian Donlevy-Akim Tamiroff	(A)	8/23/40	b7/27/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

PARAMOUNT

Current 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Hidden Gold (W)	61	Wm. Boyd-Russell Hayden	(F)	6/7/40	b5/18/40
Light of the Western Stars (W)	65	Jory-Hayden-Sayers	(F)	4/19/40	b4/27/40
Mystery Sea Raider (D)	77	Henry Wilcoxon-Carole Landis	(F)	8/9/40	b8/10/40
North West Mounted Police (D)	126	Cooper-Carroll-Goddard (Tech.)	(F)	12/27/40	b10/26/40
Opened by Mistake (C)	67	Charles Ruggles-Robert Paige	(F)	5/10/40	b5/11/40
Queen of the Mob (D)	60	Jean Cagney-Richard Denning	(A)	6/28/40	b6/29/40
Safari (D)	86	Madeleine Carroll-Fairbanks, Jr.	(F)	6/14/40	b6/8/40
Stagecoach War (W)	61	Wm. Boyd-Russell Hayden	(F)	7/12/40	b7/6/40
Those Were the Days (C)	75	Wm. Holden-Bonita Granville	(F)	5/31/40	b5/25/40
Typhoon (Tech.) (D)	71	Dorothy Lamour-Robert Preston	(F)	5/17/40	b5/4/40
Untamed (D) (Tech.)	82	Milland-Tamiroff-Morison	(A)	7/26/40	b6/29/40
Way of All Flesh (D)	84	Akim Tamiroff-William Henry	(A)	7/5/40	b6/1/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Arise, My Love (D)	110	Claudette Colbert-Ray Milland	(A)	11/8/40	b10/19/40
Cherokee Strip (W)	86	Richard Dix-William Henry	(F)	10/11/40	b10/5/40
Christmas in July (D)	68	Dick Powell-Ellen Drew	(F)	10/25/40	b9/21/40
Dancing on a Dime (Mu-C)	73	Grace MacDonald-Robt. Paige	(F)	11/1/40	b10/12/40
Doomed Caravan (W)	60	Bill Boyd-Russell Hayden	(F)	1/10/41	b1/11/41
Hard Boiled Canary (Mu)	80	Allan Jones-Susanna Foster	(F)	3/7/41	b3/1/41
I Want a Divorce (D)	94	Dick Powell-Joan Blondell	(A)	9/20/40	b9/7/40
Life With Henry (C)	80	Jackie Cooper-Leila Ernst	(F)	1/24/41	b1/18/41
Love Thy Neighbor (C)	82	Jack Benny-Fred Allen	(F)	12/27/40	b12/21/40
Mad Doctor (D)	90	Basil Rathbone-Ellen Drew	(F)	2/14/41	b2/15/41
Monster and the Girl (D)	64	Ellen Drew-Onslow Stevens	(A)	2/28/41	b2/15/41
Moon Over Burma (D)	82	D. Lamour-R. Preston-P. Foster	(A)	10/18/40	b10/19/40
Night at Earl Carroll's (My)	70	J. Carrol Naish-E. Carroll Girls	(F)	12/6/40	b11/23/40
Quarterback (C-D)	72	Wayne Morris-Virginia Dale	(F)	10/4/40	b10/5/40
Rangers of Fortune (D)	80	MacMurray-Morison-Dekker	(F)	9/27/40	b9/14/40
Rhythm on the River (Mu)	90	Bing Crosby-Mary Martin	(F)	9/6/40	b8/24/40
Second Chorus (Mu)	88	Fred Astaire-Paulette Goddard	(F)	1/3/41	b11/30/40
Texas Rangers Ride Again (W)	67	J. Howard-Ellen Drew-M. Robson	(F)	12/13/40	b11/9/40
Three Men From Texas (W)	75	William Boyd-Russell Hayden	(F)	11/15/40	b9/14/40
Victory (D)	79	Fredric March-Betty Field	(A)	1/17/41	b12/21/40
Virginia (Tech.) (D)	108	Madeleine Carroll-F. MacMurray	(F)	2/21/41	b1/18/41
World in Flames (Doc)	60	Newsreel Compilation	(A)	10/25/40	b10/19/40
You're the One (Mu)	81	Orrin Tucker-Bonnie Baker	(F)	2/7/41	b2/8/41

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Border Vigilantes (W)		Bill Boyd-Russell Hayden		4/18/41	a1/11/41
Caught in the Draft (C)		Bob Hope-Dorothy Lamour		5/30/41	a3/1/41
Hold Back the Dawn		Chas. Boyer-Olivia de Havilland			In Prod.
In Old Colorado (W)	66	Wm. Boyd-Russell Hayden	(F)	2/14/41	b3/1/41
I Wanted Wings (D)		Brian Donlevy-Ray Milland		8/8/41	a12/7/40
Kiss the Boys Goodbye		D. Ameche-M. Martin-O. Levant		7/4/41	a3/8/41
Lady Eve (D)	97	Barbara Stanwyck-Henry Fonda	(F)	3/21/41	b3/1/41
Las Vegas Nights (Mu-C)		Phil Regan-Bert Wheeler-Dorsey		3/28/41	a1/18/41
New York Town		Mary Martin-Fred MacMurray		7/25/41	a11/30/40
Night of January 16th (My)		Ellen Drew-Robt. Preston			In Prod.
Nurses Don't Tell		Ann Shirley-Richard Carlson		5/16/41	In Prod.
One Night in Lisbon (CD)		Madeleine Carroll-Fred MacMurray		6/13/41	a2/8/41
Pioneer Woman (D)		Barbara Stanwyck-Joel McCrea			In Prod.
Pirates on Horseback (W)		Wm. Boyd-Russell Hayden		6/6/41	a1/25/41
Power Dive		Richard Arlen-Jean Parker		4/25/41	In Prod.
Reaching for the Sun (D)		Joel McCrea-Ellen Drew		5/2/41	a11/2/40
Road to Zanzibar		Crosby-Lamour-Hope		4/11/41	a12/7/40
Round-Up (W)		Richard Dix-Patricia Morison		4/4/41	a10/26/40
Shepherd of the Hills (D)		John Wayne-Betty Field (Tech.)		6/13/41	a11/9/40
Skylark (CD)		Claudette Colbert-Ray Milland			a3/1/41
Wide Open Town (W)		William Boyd-Russell Hayden			a3/1/41

Coming 1941-42

Title	Mins.	Stars		Rel. Date	See Issue of
Mr. Bug Goes to Town		Tech. Cartoon Feature			In Prod.

PRODUCERS RELEASING CO.

Title	Mins.	Stars		Rel. Date	See Issue of
Arizona Gang Busters (W)	60	Tim McCoy		9/16/40	Not Rev.
Billy the Kid's Gun Justice (W)	63	Bob Steele		12/27/40	Not Rev.
Billy the Kid in Texas (W)	55	Bob Steele		9/30/40	Not Rev.
Billy the Kid Outlawed (W)	55	Bob Steele		7/20/40	Not Rev.
Billy the Kid's Range War (W)	60	Bob Steele		1/24/41	Not Rev.
Caught in the Act (C)	62	Henry Armetta		1/17/41	Not Rev.
Devil Bat (My)	69	Bela Lugosi		12/13/40	Not Rev.
Frontier Crusader (W)	64	Tim McCoy		6/1/40	Not Rev.
Gun Code (W)	55	Tim McCoy		8/3/40	Not Rev.
Hold That Woman (C-D)	66	James Dunn-Frances Gifford	(F)	6/28/40	b8/3/40
I Take This Oath (D)	67	Joyce Compton-Gordon Jones		5/20/40	Not Rev.
Misbehaving Husbands (C)	66	Harry Langdon-Betty Blythe	(F)	12/20/40	b12/14/40
Lone Raider Rides On (W)	64	George Houston		1/10/41	Not Rev.
Lone Rider Crosses the Rio (W)		George Houston		2/28/41	Not Rev.
Outlaws of the Rio Grande (W)	53	Tim McCoy	(F)	3/7/41	b3/1/41
Riders of Black Mountain (W)	59	Tim McCoy		11/11/40	Not Rev.
Secret Evidence (My)	64	Charles Quigley-Marjorie Reynolds	(F)	1/31/41	b2/8/41

R.K.O.-RADIO

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Abe Lincoln In Illinois (D)	107	Raymond Massey-Ruth Gordon	(F)	4/19/40	b1/6/40
Anne of Windy Poplars (D)	89	Anne Shirley-James Ellison	(F)	6/28/40	b6/22/40
Beyond Tomorrow (D)	84	Richard Carlson-Jean Parker	(A)	5/10/40	b3/30/40
Bill of Divorcement (D)	73	Maureen O'Hara-Adolphe Menjou	(A)	5/31/40	b3/16/40
Bullet Code (W)	59	George O'Brien-Virginia Vale	(F)	4/12/40	b3/2/40
Courageous Dr. Christian (D)	67	Jean Hersholt-Dorothy Lovett	(F)	4/5/40	b3/23/40
Cross Country Romance (C)	66	Gene Raymond-Wendy Barrie	(F)	7/12/40	b6/29/40
Curtain Call (C)	61	Barbara Reed-John Archer	(F)	4/26/40	b4/13/40
Dance, Girl, Dance (D)	82	Maureen O'Hara-Louis Hayward	(A)	8/23/40	b8/31/40
Dr. Christian Meets the Women (D)	63	Jean Hersholt-Dorothy Lovett	(F)	7/5/40	b6/29/40
Irene (Mu-C) (Part Tech.)	101	Anna Neagle-Ray Milland	(F)	5/3/40	b4/20/40
Lucky Partners (C)	101	Ginger Rogers-Ronald Colman	(A)	8/23/40	b8/17/40
Millionaires in Prison (D)	62	Lee Tracy-Linda Hayes	(A)	7/26/40	b6/29/40
My Favorite Wife (C)	83	Dunne-Grant-Scott	(A)	5/17/40	b5/4/40
One Crowded Night (D)	66	Billie Seward-Don Costello	(A)	8/9/40	b8/3/40
Pop Always Pays (C)	66	Leon Errol-Dennis O'Keefe	(F)	6/21/40	b6/22/40
Prairie Law (W)	62	Geo. O'Brien-Virginia Vale	(F)	6/7/40	b6/22/40
Queen of Destiny (H-D) (Reviewed as "Sixty Glorious Years")	90	Neagle-Walbrook (Tech.)	(F)	8/2/40	b10/29/38
Saint Takes Over (D)	60	Geo. Sanders-Wendy Barrie	(F)	6/7/40	b4/27/40
Stage to Chino (W)	59	George O'Brien	(F)	7/26/40	b7/27/40
Stranger on the Third Floor (D)	62	Peter Lorre-Margaret Tallichet	(A)	8/16/40	b9/7/40
Tom Brown's Schooldays (D)	84	Jimmy Lydon-Hardwicke	(F)	7/19/40	b6/22/40
Triple Justice (W)	66	Geo. O'Brien-Virginia Vale	(F)	9/27/40	b10/19/40
Wildcat Bus (D)	62	Fay Wray-Charles Lang	(F)	8/23/40	b8/17/40
You Can't Fool Your Wife (C)	68	Lucille Ball-James Ellison	(F)	5/24/40	b5/25/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Along the Rio Grande (W)	66	Tim Holt-Betty Jane Rhodes	(F)	2/7/41	b2/1/41
Citizen Kane (D)		Orson Welles-Dorothy Comingore		2/28/41	
Convoy (D)	89	Clive Brook-John Clements	(F)	1/3/41	b12/7/40
Dreaming Out Loud (C)	81	Lum & Abner-Frances Langford	(F)	9/13/40	b9/14/40
Fargo Kid (W)	65	Tim Holt-Jane Drummond	(F)	12/6/40	b11/2/40
I'm Still Alive (D)	66	Linda Hayes-Kent Taylor	(F)	9/27/40	b9/21/40
Kitty Foyle (D)	105	Ginger Rogers-Dennis Morgan	(A)	12/27/40	b12/28/40
Laddie (D)	68	Tim Holt-Virginia Gilmore	(F)	10/18/40	b9/21/40
Let's Make Music (Mu-C)	84	Bob Crosby-Jean Rogers	(F)	1/17/41	b12/14/40
Li'l Abner (C)	78	Granville Owen-Kay Sutton	(F)	11/1/40	b11/9/40
Little Men (D)	84	Kay Francis-Lydon-Oakie	(F)	1/10/41	b12/7/40
Men Against the Sky (D)	74	Richard Dix-Wendy Barrie	(F)	9/6/40	b8/24/40
Mexican Spitfire Out West (C)	75	Lupe Velez-Leon Errol	(A)	11/15/40	b10/12/40

R.K.O.-RADIO

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Mr. and Mrs. Smith (C)	95	Carole Lombard-Robt. Montgomery	(A)	1/31/41	b1/18/41
No, No, Nanette (Mu)	96	Anna Neagle-Richard Carlson	(F)	12/20/40	b12/21/40
Playgirl (C-D)	75	Kay Francis-James Ellison	(A)	2/14/41	b12/21/40
Ramparts We Watch (Doc)	90	March of Time Feature	(F)	8/16/40	b7/27/40
Remedy For Riches (D)	60	Jean Hersholt-Dorothy Lovett	(F)	11/29/40	b11/23/40
Scattergood Baines (C)	69	Guy Kibbee-Carol Hughes	(F)	2/21/41	b2/15/41
Saint in Palm Springs (My)	67	George Sanders-Wendy Barrie	(F)	1/24/41	b1/4/41
They Knew What They Wanted (D)	96	Charles Laughton-Carole Lombard	(A)	10/25/40	b10/12/40
Too Many Girls (Mu)	85	Richard Carlson-Lucille Ball	(A)	11/8/40	b10/12/40
Villain Still Pursued Her (D)	66	Anita Louise-Richard Cromwell	(F)	10/11/40	b7/27/40
Wagon Train (W)	62	Tim Holt-Martha O'Driscoll	(F)	10/4/40	b10/12/40
You'll Find Out (My-C)	97	Kay Kyser-Peter Lorre-Karloff	(F)	11/22/40	b11/16/40

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Bambi		Disney Cartoon Feature			In Prod.
Before the Facts		Cary Grant-Joan Fontaine			In Prod.
Devil and Miss Jones (D)		Jean Arthur-Chas. Coburn		4/14/41	a2/15/41
Footlight Fever (C) (Former title "Show Business")		Alan Mowbray-Donald McBride		3/21/41	a1/18/41
Girl, A Guy and A Gob (C)	91	Geo. Murphy-Lucille Ball	(F)	3/14/41	b3/1/41
Melody for Three (D)	67	Jean Hersholt-Fay Wray	(F)	3/28/41	b3/8/41
My Life With Caroline		Ronald Colman-Anna Lee			In Prod.
Reluctant Dragon		Benchley and Cartoon Characters			In Prod.
Repent at Leisure (C-D)		Kent Taylor-Wendy Barrie		4/4/41	a3/1/41
Robbers of the Range (W)		Tim Holt-Ray Whitley		4/18/41	a2/8/41
Sunny (Mu)		A. Neagle-J. Carroll-R. Bolger			In Prod.
They Met In Argentina (Mu-D)		Ellison-O'Hara-Ebsen		4/25/41	a2/15/41
Tom, Dick and Harry		Ginger Rogers-Geo. Murphy		5/19/41	In Prod.

REPUBLIC

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Carolina Moon (Mu-W)	65	Gene Autry-Burnette-June Storey	(F)	7/15/40	b7/20/40
Carson City Kid (W)	57	Roy Rogers-"Gabby" Hayes	(F)	7/1/40	b6/22/40
Crooked Road (D)	66	Edmund Lowe-Irene Hervey	(A)	5/10/40	b5/11/40
Covered Wagon Days (W)	56	Three Mesquiteers	(F)	4/22/40	b5/11/40
Dark Command (H-D)	94	John Wayne-Claire Trevor	(F)	4/15/40	b4/13/40
Earl of Puddlestone (C)	67	The Gleasons	(F)	8/31/40	b8/17/40
Gangs of Chicago (D)	66	Lola Lane-Lloyd Nolan-MacLane	(F)	5/19/40	b5/25/40
Gaucho Serenade (W)	66	Gene Autry-Smiley Burnette	(F)	5/10/40	b5/18/40
Girl From God's Country (D)	75	Chester Morris-Chas. Bickford	(F)	7/30/40	b7/27/40
Grand Ole Opry (C)	68	Weaver Bros. & Elviry	(F)	6/25/40	b7/13/40
Grandpa Goes to Town (C)	66	The Gleasons-Harry Davenport	(F)	4/19/40	b4/20/40
Hi-Yo Silver (W)	69	Silver Chief-Lynn Roberts	(F)	4/10/40	b4/20/40
In Old Missouri (C)	67	Weaver Bros.-Elviry	(F)	4/17/40	b5/4/40
One Man's Law (W)	57	Don Barry-Janet Waldo	(F)	6/29/40	b7/13/40
Ranger and the Lady (W)	59	Roy Rogers-George Hayes	(F)	7/30/40	b7/27/40
Rocky Mountain Rangers (W)	58	Three Mesquiteers	(F)	5/24/40	b6/8/40
Scatterbrain (C)	73	Judy Canova-Alan Mowbray	(F)	7/20/40	b7/13/40
Sing, Dance, Plenty Hot (Mu)	72	Ruth Terry-Johnny Downs	(F)	8/10/40	b8/3/40
Three Faces West (D) (Reviewed as "The Refugee")	81	J. Wayne-Sigrid Gurie-C. Coburn	(F)	7/12/40	b6/22/40
Wagons Westward (D)	69	Chester Morris-Anita Louise	(F)	6/19/40	b6/29/40
Women in War (D)	71	Elsie Janis-Wendy Barrie	(F)	6/6/40	b6/1/40
Young Buffalo Bill (W)	59	Roy Rogers-George Hayes	(F)	4/12/40	b4/20/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Arkansas Judge (C)	72	Rogers-Weaver Bros. and Elviry	(F)	1/28/41	b1/25/41
Barnyard Follies (Mu)	67	Mary Lee-June Storey-Rufe Davis	(F)	12/6/40	b11/23/40
Behind the News (D)	74	Lloyd Nolan-Doris Davenport	(F)	12/20/40	b12/21/40
Border Legion (W)	58	Roy Rogers-Geo. "Gabby" Hayes	(F)	12/5/40	b11/30/40
Bowery Boy (D)	71	Dennis O'Keefe-Louise Campbell	(F)	12/27/40	b1/4/41
Colorado (W)	57	Roy Rogers-George Hayes	(F)	9/15/40	b9/7/40
Friendly Neighbors (C)	67	Weaver Bros. & Elviry	(F)	11/7/40	b11/16/40
Frontier Vengeance (W)	57	Don Barry-Betty Moran	(F)	10/10/40	b10/12/40
Girl From Havana (D)	69	Dennis O'Keefe-Victor Jory	(A)	9/11/40	b9/14/40
Great Train Robbery (W)	61	Bob Steele-Claire Carleton	(F)	2/28/41	b3/8/41
Hit Parade of 1941 (Mu-C)	88	Kenny Baker-Frances Langford	(F)	10/15/40	b10/19/40
Lone Star Raiders (W)	57	Three Mesquiteers	(F)	12/23/40	b12/21/40
Man Betrayed (D) (Former title "Citadel of Crime")		John Wayne-F. Dee-Edw. Ellis		2/27/41	a2/1/41
Meet the Missus (C)	68	Roscoe Karns-Ruth Donnelly	(F)	11/29/40	b11/23/40
Melody and Moonlight (Mu)	72	Johnny Downs-Vera Vague	(F)	10/11/40	b10/5/40
Melody Ranch (Mu-C)	84	Gene Autry-Jimmy Durante	(F)	11/15/40	b11/23/40
Oklahoma Renegades (W)	57	Three Mesquiteers	(F)	8/29/40	b8/17/40
Petticoat Politics (C)	67	Roscoe Karns-Lois Ranson	(F)	1/31/41	b2/15/41
Phantom Cowboy (W)	57	Don Barry-Virginia Carroll	(F)	2/14/41	b2/22/41
Prairie Pioneers (W)	58	Three Mesquiteers	(F)	2/16/41	b2/22/41
Ride, Tenderfoot, Ride (W)	65	Autry-Burnette-June Story	(F)	9/6/40	b8/24/40
Ridin' on a Rainbow (Mu-W)	79	Gene Autry-Smiley Burnette	(F)	1/24/41	b2/1/41
Robin Hood of the Pecos (W)	79	Roy Rogers-George Hayes		1/14/41	b1/18/41
Texas Terrors (W)	57	Don Barry-Al St. John	(F)	11/22/40	b11/23/40
Trail Blazers (W)	58	Three Mesquiteers	(F)	11/11/40	b11/2/40
Tulsa Kid (W)	57	Don "Red" Barry	(F)	8/16/40	b8/3/40
Under Texas Skies (W)	57	Three Mesquiteers	(F)	9/30/40	b9/21/40
Who Killed Aunt Maggie? (My)	69	John Hubbard-Wendy Barrie	(A)	11/1/40	b11/2/40
Wyoming Wildcat (W)	56	Don Barry-Julie Duncan	(F)	1/6/41	b1/11/41
Young Bill Hickok (W)	59	Roy Rogers-Geo. Hayes	(F)	10/21/40	b10/5/40

Coming 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Back In the Saddle (Mu-W)		Gene Autry-Smiley Burnette		3/14/41	a2/15/41
In Old Cheyenne (W)		Roy Rogers-G. "Gabby" Hayes		4/4/41	a3/1/41
Mr. District Attorney (My)		Dennis O'Keefe-Peter Lorre		3/29/41	a3/1/41
Lady From New Orleans (D)		Ona Munson-John Wayne		4/28/41	In Prod.
Pals of the Pecos (W)		Three Mesquiteers		4/15/41	In Prod.
Rookies on Parade (C)		Bob Crosby-Ruth Terry		4/21/41	In Prod.
Sis Hopkins (C)		Judy Canova-Jerry Colonna		4/10/41	a2/22/41
Two-Gun Sheriff (W)		Don "Red" Barry-Lynn Merrick		4/11/41	In Prod.

20TH CENT.-FOX

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Charlie Chan's Murder Cruise (My)	75	Sidney Toler-Marjorie Weaver	(F)	6/21/40	b5/11/40
Earthbound (D)	67	Warner Baxter-Andrea Leeds	(A)	6/7/40	b6/8/40
Four Sons (D)	89	Ameche-Leontovitch-Alan Curtis	(A)	6/14/40	b6/1/40
Girl in 313 (My)	56	Florence Rice-Joan Valerie	(A)	5/31/40	b6/22/40
I Was An Adventuress (D)	81	Zorina-Richard Greene	(A)	5/10/40	b5/4/40
Johnny Apollo (D)	83	Tyrone Power-Dorothy Lamour	(A)	4/19/40	b4/13/40
Lillian Russell (D)	127	Alice Faye-Don Ameche	(F)	5/24/40	b5/18/40
Lucky Cisco Kid (D)	68	Cesar Romero-Mary Hughes	(F)	6/28/40	b6/1/40
Manhattan Heartbeat (D)	72	Virginia Gilmore-Joan Davis	(F)	7/12/40	b6/8/40
Maryland (D) (Tech.)	92	B. Joyce-Payne-Brennan	(F)	7/19/40	b7/6/40
On Their Own (C)	63	Jones Family	(F)	5/17/40	b4/13/40
Sailor's Lady (D)	66	Nancy Kelly-Jon Hall	(F)	7/5/40	b7/6/40
Shooting High (Mu-D)	63	Withers-Autry-Weaver	(F)	4/26/40	b3/9/40
So This Is London (C)	70	Geo. Sanders-Drayton-Churchill	(A)	5/3/40	b2/4/36
Star Dust (D)	83	Linda Darnell-John Payne	(F)	4/5/40	b4/6/40
Viva Cisco Kid (D)	76	Cesar Romero-Chris-Pin Martin	(F)	4/12/40	b3/23/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Brigham Young, Frontiersman (H-D)	112	Tyrone Power-Linda Darnell	(A)	9/27/40	b8/31/40
Chad Hanna (CS-D) (Tech.)	88	Henry Fonda-Linda Darnell	(A)	12/27/40	b12/14/40
Charlie Chan At the Wax Museum (My)	62	Sidney Toler-Joan Valerie	(F)	9/6/40	b8/3/40
Charter Pilot (D)	70	Lynn Bari-Lloyd Nolan	(F)	12/6/40	b11/23/40
Down Argentine Way (Mu)	88	Don Ameche-Betty Grable (Tech.)	(F)	10/11/40	b10/5/40
Elsa Maxwell's Pub. Deb. #1 (C)	80	G. Murphy-B. Joyce-C. Ruggles	(F)	9/13/40	b8/31/40
Gay Caballero (D)	57	Cesar Romero-Betty McLaughlin	(F)	10/4/40	b9/28/40

20TH CENT.-FOX

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Girl from Avenue A (C)	78	Jane Withers-Kent Taylor	(F)	8/9/40	b8/10/40
Girl in the News (D)	78	Margaret Lockwood-Barry Barnes	(F)	1/31/41	b1/4/41
Golden Hoofs (C)	66	Jane Withers-Buddy Rogers	(F)	2/14/41	b2/8/41
Great Profile (C)	70	John Barrymore-Mary Hughes	(A)	10/25/40	b8/17/40
Hudson's Bay (H-D)	94	Paul Muni-Gene Tierney	(F)	1/3/41	b12/28/40
Jennie (D)	78	Doris Bowden-Geo. Montgomery	(F)	12/20/40	b12/7/40
Man I Married (D)	76	Joan Bennett-Francis Lederer	(A)	8/2/40	b7/20/40
Mark of Zorro (D)	92	Tyrone Power-Linda Darnell	(F)	11/8/40	b11/9/40
Michael Shayne, Private Detective (My)	77	Lloyd Nolan-Marjorie Weaver	(F)	1/10/41	b12/28/40
Murder Over New York (My)	65	Sidney Toler-Marjorie Weaver	(F)	12/13/40	b12/7/40
Night Train (D)	95	Margaret Lockwood-Rex Harrison (Reviewed as "In Disguise")	(A)	10/18/40	b8/3/40
Pier 13 (C-D)	66	Lynn Bari-Lloyd Nolan	(F)	8/23/40	b8/17/40
Return of Frank James (D)	92	H. Fonda-J. Cooper (Tech.)	(F)	8/16/40	b8/17/40
Ride Kelly Ride (D)	59	Marvin Stephens-Rita Quigley	(F)	2/7/41	b1/25/41
Romance of the Rio Grande (W)	73	Cesar Romero-Patricia Morison	(F)	1/17/41	b12/28/40
Scotland Yard (D)		Edmund Gwenn-Nancy Kelly		2/28/41	a1/18/41
Street of Memories (D)	71	Guy Kibbee-Lynn Roberts	(A)	11/15/40	b7/6/40
Tall, Dark and Handsome (D)	78	Cesar Romero-Milton Berle	(A)	1/24/41	b1/18/41
Tin Pan Alley (Mu)	94	Alice Faye-B. Grable-J. Oakie	(F)	11/29/40	b11/23/40
Tobacco Road (D)	84	Tierney-Grapewin-Rambeau	(A)	3/7/41	b2/22/41
Western Union (D) (Tech.)	95	Rob't Young-Randolph Scott	(F)	2/21/41	b2/8/41
Yesterday's Heroes (D)	65	Jean Rogers-Rob't Sterling	(F)	9/20/40	b9/21/40
Young People (C-D)	78	Shirley Temple-Jack Oakie	(F)	8/30/40	b7/13/40
Youth Will Be Served (D)	68	Jane Withers-Robert Conway	(F)	11/22/40	b9/28/40

Coming 1940-41

Blood and Sand (Tech.)	Tyrone Power-Linda Darnell	5/30/41	In Prod.
Bride Wore Crutches (C-D)	59 Lynne Roberts-Ted North (F)	7/4/41	b7/27/40
Cowboy and the Blonde	Mary Beth Hughes-G. Montgomery	5/23/41	In Prod.
Dead Men Tell (My)	Sidney Toler	3/28/41	a2/15/41
For Beauty's Sake (My-C)	Ned Sparks-Marjorie Rambeau	6/27/41	a8/17/40
Great American Broadcast (Mu-D)	Alice Faye-John Payne-Jack Oakie	5/2/41	a3/1/41
Murder Among Friends (My-C)	67 John Hubbard-Marjorie Weaver (F)	3/14/41	b2/22/41
Outlaw, The	Walter Huston-Thos. Mitchell	3/21/41	In Prod.
Ride On Vaquero (W)	Cesar Romero-Mary Beth Hughes	4/18/41	a1/25/41
Sleepers West (D)	Lloyd Nolan-Lynn Bari	4/4/41	a1/25/41
That Night in Rio (Mu) (Tech.)	90 Alice Faye-Don Ameche (A)	4/11/41	b3/1/41
Very Young Lady (C)	Jane Withers-Nancy Kelly	6/6/41	a3/8/41

Coming 1941-42

Miami (Tech)	Don Ameche-Betty Grable		In Prod.

UNITED ARTISTS

Current

Blackout (D)	81	Conrad Veidt-Valerie Hobson	(F)	11/29/40	b10/19/40
Captain Caution (D)	88	V. Mature-Louise Platt-B. Cabot	(A)	8/9/40	b8/3/40
Cheers for Miss Bishop (D)	100	Martha Scott-William Gargan	(F)	2/21/41	b1/18/41
Foreign Correspondent (D)	120	Joel McCrea-Herbert Marshall	(F)	8/16/40	b8/17/40
Great Dictator, The (C)	126	Charles Chaplin-P. Goddard	(F)	3/1/41	b10/19/40
Kit Carson (D)	96	Jon Hall-Dana Andrews	(F)	8/30/40	b8/31/40
Long Voyage Home (D)	103	John Wayne-Thos. Mitchell	(A)	11/22/40	b10/12/40
1,000,000 B.C. (D)	80	John Hubbard-Carole Landis	(F)	4/5/40	b4/13/40
Our Town (D)	90	Fay Bainter-Frank Craven	(F)	5/24/40	b5/18/40
Pastor Hall (D)	96	Wilfred Lawson-Nova Pilbeam	(F)	9/13/40	b7/27/40
Rebecca (D)	130	Olivier-Anderson-Fontaine	(A)	4/12/40	b3/23/40
Road Show (C)	82	Adolphe Menjou-Carole Landis	(F)	1/24/41	b1/11/41
Saps at Sea (C)	56	Stan Laurel-Oliver Hardy	(F)	5/3/40	b4/27/40
So Ends Our Night (D)	121	Fredric March-Margaret Sullavan	(A)	2/14/41	b1/25/41
Son of Monte Cristo (D)	104	Joan Bennett-Louis Hayward	(F)	1/10/41	b12/7/40
South of Pago Pago (D)	97	Jon Hall-Victor McLaglen	(F)	7/18/40	b7/20/40
Thief of Bagdad (FA)	109	Sabu-Conrad Veidt (Tech.)	(F)	12/25/40	b10/19/40
Turnabout (C)	83	Carole Landis-Hubbard-Menjou	(A)	5/3/40	b5/4/40
Westerner (D)	99	Gary Cooper-Walter Brennan	(F)	9/20/40	b9/21/40

Coming

Broadway Limited (C-D)	Victor McLaglen-Dennis O'Keefe		a3/1/41
Major Barbara	Wendy Hiller-Robert Morley		In Prod.
New Wine	Ilona Massey-Binnie Barnes		In Prod.
Pot O' Gold (C-Mu)	James Stewart-Paulette Goddard	4/11/41	a2/8/41
That Hamilton Woman (H-D) (Former title "Lady Hamilton")	Vivien Leigh-Laurence Olivier		a11/30/40
That Uncertain Feeling	Oberon-Douglas-Meredith		a12/14/40
Topper Returns (C)	Joan Blondell-Carole Landis		a12/14/40

UNIVERSAL

Current 1939-40

Alias the Deacon (C)	73	Bob Burns	(F)	5/17/40	b5/4/40
Bad Man from Red Butte (W)	58	J. M. Brown-Baker-Fuzzy Knight	(F)	5/31/40	b6/15/40
Black Diamonds (D)	60	Richard Arlen-Andy Devine	(F)	7/19/40	b7/27/40
Black Friday (D)	64	Boris Karloff-Bela Lugosi	(A)	4/12/40	b3/9/40
Boys From Syracuse (C)	73	A. Jones-Martha Raye-J. Penner	(F)	8/9/40	b7/13/40
Enemy Agent (D)	60	Robt. Armstrong-Helen Vinson	(F)	4/19/40	b4/13/40
Half a Sinner (D)	59	Heather Angel-John King	(F)	4/5/40	b6/1/40
Hot Steel (D)	61	Richard Arlen-Andy Devine	(F)	5/24/40	b6/29/40
House of the Seven Gables (D)	88	Vincent Price-Margaret Lindsay	(A)	4/12/40	b3/9/40
I Can't Give You Anything But Love Baby (C)	61	Peggy Moran-Johnny Downs	(F)	6/21/40	b5/11/40
If I Had My Way (Mu-C)	87	Bing Crosby-Gloria Jean	(F)	5/3/40	b4/27/40
La Conga Nights (C)	60	Hugh Herbert	(F)	5/31/40	b5/18/40
Love, Honor and Oh, Baby (C)	60	Wallace Ford-Kathryn Adams	(F)	6/7/40	b6/8/40
Private Affairs (C-D)	73	N. Kelly-R. Young-R. Cummings	(F)	7/5/40	b6/15/40
Riders of Pasco Basin (W)	56	J. M. Brown-Bob Baker	(F)	4/5/40	b5/25/40
Sandy Is a Lady (C)	64	Sandy-Mischa Auer-Nan Grey	(F)	6/14/40	b5/25/40
Ski Patrol (D)	64	Luli Deste-Philip Dorn	(F)	5/10/40	b5/11/40
Son of Roaring Dan (W)	63	J. M. Brown-Jeanne Kelly	(F)	7/26/40	b8/17/40
South to Karanga (D)	59	C. Bickford-L. Deste	(F)	8/2/40	b8/10/40
When the Daltons Rode (W-D)	80	Kay Francis-Randolph Scott	(F)	8/23/40	b8/3/40
You're Not So Tough (D)	72	Dead End Kids-Nan Grey	(F)	7/26/40	b6/1/40

Current 1940-41

Argentine Nights (C)	73	Ritz Brothers-Andrews Sisters	(F)	9/6/40	b9/7/40
Back Street (D)	89	Chas. Boyer-M. Sullavan	(F)	2/7/41	b2/8/41
Bank Dick (C)	74	W. C. Fields-Una Merkel	(F)	11/29/40	b12/7/40
Boss of Bullion City (W)	59	J. M. Brown-Fuzzy Knight		1/10/41	a9/14/40
Buck Privates (C-Mu)	82	Abbott & Costello-Andrews Sisters	(F)	1/31/41	b2/8/41
Dark Streets of Cairo (D)	58	Sigrid Gurie-Ralph Byrd	(F)	2/28/41	b12/7/40
Devil's Pipeline (D)	65	Richard Arlen-Andy Devine	(F)	11/1/40	b11/16/40
Diamond Frontier (D)	71	Victor McLaglen-John Loder	(F)	10/4/40	b10/12/40
Fugitive, The (D)	75	Ralph Richardson-Diana Wynyard	(A)	9/20/40	b6/22/40
Give Us Wings (D)	69	Billy Halop-Huntz Hall	(F)	12/20/40	b11/16/40
Hired Wife (C)	95	Rosalind Russell-Brian Aherne	(A)	9/13/40	b9/14/40
I'm Nobody's Sweetheart Now (C)	62	Helen Parrish-Dennis O'Keefe	(F)	11/1/40	b8/10/40
Invisible Woman (D)	72	John Barrymore-Virginia Bruce	(A)	12/27/40	b1/4/41
Law and Order (W)	57	J. M. Brown-Fuzzy Knight	(F)	10/18/40	b11/30/40
Leather Pushers (D)	64	Andy Devine-Richard Arlen	(F)	9/13/40	b9/7/40
Little Bit of Heaven (C)	87	Gloria Jean-R. Stack-Nan Grey	(F)	10/11/40	b10/12/40
Lucky Devils (D)	64	Richard Arlen-Andy Devine	(F)	1/3/41	b12/28/40
Margie (C)	59	Tom Brown-Nan Grey-M. Auer	(F)	12/6/40	b9/21/40
Meet the Chump (C)	60	Hugh Herbert-Lewis Howard	(F)	2/14/41	b2/1/41
Meet the Wildcat (D)	63	Margaret Lindsay-Ralph Bellamy	(F)	11/22/40	b10/12/40
Mr. Dynamite (D)		Lloyd Nolan-Irene Hervey		3/7/41	a2/15/41
Mummy's Hand (D)	67	Dick Foran-Wallace Ford	(A)	9/20/40	b8/31/40
Nice Girl? (Mu-C)	95	Deanna Durbin-Franchot Tone	(F)	2/21/41	b3/1/41
One Night in the Tropics (C)	82	Allan Jones-Nancy Kelly	(F)	11/15/40	b11/2/40
Pony Post (W)	59	Johnny Mack Brown	(F)	11/8/40	b12/21/40
Ragtime Cowboy Joe (W)	58	J. Mack Brown-Fuzzy Knight	(F)	9/20/40	b10/5/40
Sandy Gets Her Man (C)	65	Baby Sandy-S. Erwin-Una Merkel	(F)	11/8/40	b11/2/40
San Francisco Docks (D)	65	Burgess Meredith-Irene Hervey	(A)	1/10/41	b12/7/40
Seven Sinners (D)	84	Marlene Dietrich-John Wayne	(A)	10/25/40	b11/2/40

UNIVERSAL

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Six Lessons From Madame La Zonga (C)	60	Lupe Velez-Leon Errol	(F)	1/17/41	b1/18/41
Slightly Tempted (C)	61	Hugh Herbert-Johnny Downs	(F)	10/18/40	b8/10/40
Spring Parade (Mu)	90	Deanna Durbin-Rob't. Cummings	(F)	9/27/40	b9/28/40
Trail of the Vigilantes (W-C)	75	Franchot Tone-Crawford-Devine	(F)	12/13/40	b12/14/40
Where Did You Get That Girl? (Mu-C)	67	Helen Parrish-Chas. Lang	(F)	1/3/41	b12/28/40

Coming 1940-41

Black Cat (C)	Hugh Herbert-Broderick Crawford	5.2.41		In Prod.
Bury Me Not on the Lone Prairie (W)	J. M. Brown-Fuzzy Knight	3/21/41		a12/2/40
Cracked Nuts (C)	Una Merkel-Stuart Erwin	7/11/41		In Prod.
Dangerous Game (D)	Richard Arlen-Andy Devine	8/22/41		a10/19/40
Double Date (C)	Peg. Moran-Ed. Lowe-Una Merkel	3/14/41		a3/1/41
Flame of New Orleans (C-D)	Dietrich-Roland Young-Cabot	4/11/41		a2/15/41
Hit the Road	George-MacLane-Dead End Kids	6/27/41		In Prod.
Horror Island	Peggy Moran-Dick Foran	3/28/41		In Prod.
Lady From Cheyenne (D)	Loretta Young-Rob't Preston	4/4 41		a2/8/41
Man Made Monster (D) (Former title "Mysterious Dr. R.")	Frank Albertson-Lon Chaney, Jr.	3 28 41		a12/21/40
Man Who Lost Himself (D)	Brian Aherne-Kay Francis	3/21/41		a2/15/41
Model Wife (C-D)	Joan Blondell-Dick Powell	4.25.41		a2/8/41
Oh, Charlie (My-C)	Abbott & Costello-Evelyn Ankers	5/30/41		a2/22/41
Unfinished Business	Irene Dunne-Robt. Montgomery	8/15/41		In Prod.

WARNER BROS.

Current 1939-40

All This and Heaven Too (D)	143	Bette Davis-Charles Boyer	(A)	7/13/40	b6/22/40
Angel from Texas (C)	69	Albert-Wyman-Reagan	(F)	4/27/40	b4/13/40
Brother Orchid (C-D)	90	E. G. Robinson-Sothern-Bellamy	(F)	6/8/40	b6/1/40
Flight Angels (D)	74	Ralph Bellamy-Dennis Morgan	(F)	5/18/40	b5/11/40
Flowing Gold (D)	82	Pat O'Brien-John Garfield	(A)	8/24/40	b8/24/40
Fugitive from Justice (D)	53	Roger Pryor-Lucille Fairbanks	(A)	6/15/40	b6/8/40
Gambling on the High Seas (D)	58	Wayne Morris-Jane Wyman	(F)	6/22/40	b6/24/40
It All Came True (D)	97	Ann Sheridan-Jeffrey Lynn	(A)	4/6/40	b3/23/40
King of Lumberjacks (D)	61	John Payne-Gloria Dickson	(F)	4/13/40	b6/24/40
Ladies Must Live (C)	59	Rosemary Lane-Wayne Morris	(F)	7/20/40	b8/24/40
Man Who Talked Too Much (D)	75	Geo. Brent-Virginia Bruce	(A)	7/6/40	b6/29/40
Money and the Woman (D)	65	Jeffrey Lynn-Brenda Marshall	(F)	8/17/40	b8/17/40
Murder in the Air (D)	55	Ronald Reagan-Lya Lys	(F)	8/1/40	b6/24/40
My Love Came Back (C-D)	85	De Havilland-J. Lynn-J. Wyman	(F)	7/20/40	b6/29/40
River's End (D)	70	Dennis Morgan-George Tobias	(F)	8/10/40	b8/24/40
Saturday's Children (D)	101	John Garfield-Anne Shirley	(F)	5/11/40	b4/13/40
Sea Hawk (D)	127	Flynn-Marshall-Crisp	(F)	8/31/40	b7/20/40
Tear Gas Squad (D)	58	D. Morgan-J. Payne-G. Dickson	(F)	5/4/40	b3/23/40
They Drive by Night (D)	93	Raft-Sheridan-Bogart	(A)	8/3/40	b7/13/40
'Til We Meet Again (D)	100	Merle Oberon-George Brent	(F)	4/20/40	b4/6/40
Torrid Zone (D)	88	Cagney-O'Brien-Sheridan	(A)	5/25/40	b5/11/40

Current 1940-41

Always a Bride (C)	58	Rosemary Lane-George Reeves	(F)	11/2/40	b11/30/40
Calling All Husbands (C)	64	Geo. Tobias-Lucille Fairbanks	(F)	9/7/40	b8/31/40
Case of the Black Parrot (My)	60	Wm. Lundigan-Maris Wrixon	(F)	1/11/41	b1/18/41
City for Conquest (D)	105	James Cagney-Ann Sheridan	(A)	9/21/40	b9/14/40
Dispatch from Reuters (D)	88	Robinson-Albert-Basserman	(F)	10/19/40	b9/21/40
East of the River (D)	74	John Garfield-Brenda Marshall	(A)	11/9/40	b11/2/40
Father Is a Prince (C)	62	Grant Mitchell-Nana Bryant	(A)	10/12/40	b10/12/40
Father's Son (D)	58	John Litel-Billy Dawson	(F)	2/1/41	b1/4/41
Flight From Destiny (D)	70	Thos. Mitchell-Jeffrey Lynn	(A)	2/8/41	b12/28/40
Footsteps in the Dark (My-C)	96	Errol Flynn-Brenda Marshall	(A)	3/8/41	b3/1/41
Four Mothers (D)	86	Lane Sisters-G. Page-J. Lynn	(F)	1/4/41	b12/21/40
Great Mr. Nobody (C)	71	Eddie Albert-Joan Leslie	(F)	2/15/41	b2/8/41
Here Comes the Navy (D)	86	James Cagney-Pat O'Brien	(F)	12/21/40	Reissued
High Sierra (D)	100	Humphrey Bogart-Ida Lupino	(F)	1/25/41	b1/11/41
Honeymoon for Three (C)	77	George Brent-Ann Sheridan	(F)	1/18/41	b1/11/41
Knute Rockne—All American (D)	93	Pat O'Brien-Ronald Reagan	(F)	10/5/40	b10/12/40
Lady with Red Hair (D)	81	Miriam Hopkins-Richard Ainley	(A)	11/30/40	b11/16/40
Letter The (D)	101	Bette Davis-Herbert Marshall	(A)	11/23/40	b11/16/40
No Time for Comedy (C)	96	J. Stewart-R. Russell-C. Ruggles	(A)	9/14/40	b9/7/40
Santa Fe Trail (D)	110	Flynn-de Havilland-Massey	(F)	12/28/40	b12/28/40
Shadows on the Stairs (D) (Former title "Murder on the Second Floor")		Maris Wrixon-Wm. Lundigan		3/1/41	a1/18/41
She Couldn't Say No (C)	63	Roger Pryor-Eve Arden	(F)	12/7/40	b12/28/40
South of Suez (D)	86	Geo. Brent-Lee Patrick	(F)	11/16/40	b12/7/40
Strawberry Blonde (C-D)	97	Jas. Cagney-Olivia de Havilland	(F)	2/22/41	b2/15/41
Tugboat Annie Sails Again (C)	77	Marjorie Rambeau-Alan Hale	(F)	10/26/40	b10/19/40

Coming 1940-41

Affectionately Yours (C)	Merle Oberon-Dennis Morgan		a2/8/41
Bride Came C.O.D. (C-D)	Bette Davis-James Cagney		a2/15/41
Gentle People	Ida Lupino-John Garfield		In Prod.
Great Lie (D)	Bette Davis-Geo. Brent		a12/21/40
Here Comes Happiness (C-D)	57 Mildred Coles-Richard Ainley (F)	3/15/41	b3/8/41
Highway West (D)	Brenda Marshall-Olympe Bradna		a3/1/41
Kisses for Breakfast (C) (Former title "She Stayed Kissed")	Dennis Morgan-Jane Wyatt		a1/25/41
Knockout (D)	Arthur Kennedy-Olympe Bradna	3/29/41	a12/21/40
Meet John Doe	Gary Cooper-Barbara Stanwyck		In Prod.
Miss Wheelwright Discovers America (C-D)	Priscilla Lane-Ronald Reagan		a2/1/41
No Hard Feelings (My)	Ricardo Cortez-Wm. Lundigan		a2/22/41
Nurse's Secret	Lee Patrick-Regis Toomey		In Prod.
Sea Wolf (D)	Robinson-Garfield-Lupino	3/22/41	a11/30/40
Sergeant York	Gary Cooper-Joan Leslie		In Prod.
Shining Victory (D) (Former title "Winged Victory")	G. Fitzgerald-Jas. Stephenson		a2/1/41
Singapore Woman (D)	Brenda Marshall-David Bruce		a2/1/41
Strange Alibi (D)	Arthur Kennedy-Joan Perry		In Prod.
Thirty Days Hath September (C)	Eddie Albert-Joan Leslie		a2/8/41
Three Sons O'Guns (CD)	Wayne Morris-Arthur Kennedy		a3/1/41
Underground (D)	Jeffrey Lynn-Karen Verne		In Prod.
Wagons Roll at Night (D) (Former title "Carnival")	Humphrey Bogart-Sylvia Sidney		a11/2/40

MISCELLANEOUS

Adolescence (D)	80	Leon Janney-Eleanor Hunt	(A)	Select	b12/21/40
Captain Moonlight (D)	60	John Garrick-Winifred Shotter	(A)	Atlas	b4/27/40
Face at the Window (My)	65	Tod Slaughter-Marjorie Taylor	(A)	Ziehm	b10/19/40
George Washington Carver (D)	69	G. W. Carver-B. Washington III	(A)	St. George	b4/13/40
Hidden Menace (D)	56	Otto Kruger-Gertrude Michael	(F)	Alliance	b4/13/40
Human Beast (D) (French)	79	Jean Gabin-Simone Simon	(A)	Juno	b4/24/40
Leopard Men of Africa (T)	65	Natives and animals	(A)	Select	b7/6/40
Let George Do It (C)	72	Geo. Formby-Phyllis Calvert	(F)	Film All	b10/26/40
Lilac Domino (Mu)	95	Michael Bartlett-June Knight	(F)	Select	b12/14/40
Mad Youth (D)	60	Mary Ainslee-Betty Compson	(A)	Atlas	b5/25/40
Merry Wives (Czech) (H-D)	80	Czech cast	(A)	Lloyd	b2/1/41
Murder in the Night (D)	58	Jack LaRue-Sandra Storme	(A)	Film All	b7/20/40
Overnight (D)	66	Robert Donat-Pearl Argyle	(F)	Mundus	b6/8/40
Torso Murder Mystery (My)	70	Bruce Cabot-Marta Labarr	(A)	Ziehm	b10/19/40

(D) Drama; (C) Comedy: (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western: (Mu-C) Musical Comedy; (F) Farce; (TR) Travel: (E) Educational: (FA) Fantasy: (H) Historical

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

Shorts Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Dough-nuts	Shirley Temple	19	Reissued
Managed Money	Shirley Temple	20	Reissued
Merrily Yours	Shirley Temple	20	Reissued
Mother, The		10	Not Rev.
Pardon My Pups	Shirley Temple	19	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1939-40

ALL STAR COMEDIES (18)

All American Blondes	Fair	17	11/11/39
Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
Awful Goof		19	Not Rev.
Boobs in the Woods	Funny	16	6/15/40
Fireman Save My Choo Choo	Blah	17	8/31/40
Glove Slingers	Good Slapstick	18	1/ 6/40
Heckler	Fairly Funny	18	2/24/40
His Bridal Fright		18	Not Rev.
Mr. Clyde Goes to Broadway		18	Not Rev.
Money Squawks		18	Not Rev.
Nothing But Pleasure	Amusing	18	2/17/40
Pardon My Berth Marks	Filler	18	3/16/40
Skinny the Moocher	Funny	16½	9/ 2/39
South of the Boudoir	Good Slapstick	18½	6/15/40
Static in the Attic	Funny	20	9/ 2/39
Taming of the Snood		18	Not Rev.
Teacher's Pest	Fairly Funny	18	8/12/39
You're Next	Poor	18	6/15/40

CINESCOPES (6)

Berth of a Queen	Interesting	11	4/20/40
Fashion Takes a Holiday	Feminine Appeal	11	3/16/40
Odd Vocations		10	Not Rev.
Squadron 992		8½	Not Rev.
Threads of a Nation	Interesting	11	2/24/40
World of 1960	Interesting	10	1/ 6/40

COLUMBIA TOURS (6)

Beautiful Switzerland	Average	10	12/30/39
Historic Cities of India		10	Not Rev.
Holland and the Zuyder Zee	Interesting	10	9/16/39
In the Land of the Pagodas		10	Not Rev.
Life in Paris		10	Not Rev.
New Hampshire	Good Travel Film	11	3/16/40
Pleasurebound in Canada		10	Not Rev.
Unveiling Algeria	Fair	10	4/20/40

COLOR RHAPSODIES (16) (Tech.)

Blackboard Review		7	Not Rev.
Boy, a Gun and Birds	Fair	7	1/ 6/40
Crop Chasers	Good	7½	10/14/39
Dreams On Ice	Cute	7	10/14/39
Egg Hunt	Cute	7½	6/15/40
Greyhound and the Rabbit	Filler	7	4/20/40
Happy Tots' Expedition		6½	Not Rev.
Jitterbug Knights	Fair	7	9/ 9/39
Mother Goose In Swing-Time		7	Not Rev.
Mountain Ears	Cute	7	10/14/39
Timid Pup	Too Tame	7	8/31/40
Ye Olde Swap Shoppe		7	Not Rev.

COMMUNITY SINGS (10)

College Songs		10	Not Rev.
Crosby Hit Songs		9	Not Rev.
Gypsy Songs	Very Good	10	2/17/40
Medley of Hits		10	Not Rev.
Old Time Songs		9½	Not Rev.
Stephen Foster Songs		10	Not Rev.
Topical Songs		10	Not Rev.

FABLES CARTOONS (6)

Barnyard Babies		6	Not Rev.
Little Lost Sheep	Fair	7	9/16/39
Park Your Baby	Average	7	2/24/40
Peep in the Deep	Routine	7	8/31/40
Pooch Parade		7	Not Rev.
Practice Makes Perfect	Dull	6	4/20/40

FOOLS WHO MADE HISTORY (6)

Story of Charles Good-year	Excellent	10	10/21/39
Story of Elias Howe	Excellent	11	9/16/39

HAPPY HOUR

Book of Books	Outstanding	10	11/18/39
Building of Boys	Noteworthy	10	10/21/39

MOMENTS OF COMEDY (6)

PALS AND PETS (6)

PHANTASIES CARTOONS (10)

Charm Bracelet		6½	Not Rev.
Fish Follies		6	Not Rev.
Man of Tin		7	Not Rev.
Millionaire Hobo		6½	Not Rev.
Mouse Exterminator	Fair	6½	1/27/39
News Oddities		6½	Not Rev.

SCREEN SNAPSHOTS (12)

No. 1 Art of Make-up	Very Good	10	10/14/39
No. 2 Training Animal Stars	Above Average	10	11/11/39
No. 3 Novelty Parties		10	Not Rev.
No. 4 Trip Thru Studios		10	Not Rev.
No. 5 Art In Hollywood	Fan Appeal	11	3/16/40
No. 6 Hollywood Recre-ations	Good	10	4/20/40
No. 7 Wardrobe Designers		10	Not Rev.
No. 8 Cowboy Jubilee		10	Not Rev.
No. 9 Ken Murray	Just Fair	10	7/26/40
No. 10 Jack Oakie	So So	9	8/31/40

COLUMBIA 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of

STOOGE COMEDIES (8)

A Plumbing We Will Go		18	Not Rev.
Calling All Curs	Good Slapstick	18	8/12/39
How High Is Up	Grand Slams	16	7/20/40
Nutty But Nice		17	Not Rev.
Oily To Bed, Oily To Rise	Swell Slapstick	18	9/16/39
Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
Three Sappy People		18½	Not Rev.
You Nazty Spy!	Swell Satire	18	2/10/40

WASHINGTON PARADE (6)

Archives		11	Not Rev.
Inside the F.B.I.		11	Not Rev.
Our National Defense		10	Not Rev.
Smithsonian Institution	Exceptional	11	11/11/39
Social Security	Interesting	11	6/15/40
U. S. Treasury	Excellent	10	2/10/40

WORLD OF SPORTS (12)

Bows and Arrows	Very Good	10	10/21/39
Canvass Capers		10	Not Rev.
Fishing In Hawaii		11	Not Rev.
Flying Targets	For Sportsmen	10	3/16/40
Jai Alai	Good	9	12/30/39
Rough House Fiesta		10	Not Rev.
Saving Strokes With Sam Snead		10	Not Rev.
Skiing Technique		10	Not Rev.
Sport of Kings	Satisfactory	10	6/15/40
Tomorrow's Stars	Good	10	4/27/40

1940-41

ALL STAR COMEDIES (18)

Blondes and Blunders	Silly	16	11/30/40
Bundle of Bliss		17	Not Rev.
Cold Turkey		18	10/12/40
Fresh As A Freshman	Poor	16	3/ 8/41
His Ex Marks the Spot	Funny	18	1/11/41
Pleased to Mitt You		18	Not Rev.
So You Won't Squawk		16	Not Rev.
Snook Speaks	Fairly Amusing	18	10/12/40
Watchman Takes a Wife	Fairly Amusing	16	1/25/41
Yumpin' Yiminy		16	Not Rev.

CINESCOPES (10)

Feathers	Very Good	9	3/ 1/41
Floating Elephants	Timely and Good	8	10/12/40
Hobby Lobby	Excellent	12	9/21/40
Movie Magic		9	Not Rev.
Nice Work, If you Can Do It	Fair	10	11/23/40
Unusual Crafts	Interesting	9	1/25/41

COLOR RHAPSODIES (16) (Tech.)

Helping Paw	Amusing	7	2/ 1/41
Land of Fun		7	Not Rev.
Mad Hatter		7	Not Rev.
Mr. Elephant Goes to Town		8	Not Rev.
Tangled Television	Good	7½	10/12/40
Way of All Pests		7	Not Rev.
Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

Beautiful British Columbia		10	Not Rev.
From Singapore to Hongkong		10	Not Rev.
Historic Virginia		11	Not Rev.
Islands of the West Indies	Satisfactory	10	11/23/40
Old and New Arizona		10	Not Rev.
Savoy in the Alps	Poor Timing	11	11/23/40
Sojourn in Havana	Interesting	9	11/30/40
Western Wonderland		10	Not Rev.

COMMUNITY SINGS (10)

Fun With Songs	Depends	9	11/23/40
Gay Tunes		10	Not Rev.
Jolly Tunes		9	Not Rev.
Melodies That Linger		10	Not Rev.
Popular Love Songs		9	Not Rev.
Songs With Harmony		10	Not Rev.

FABLES CARTOONS (8)

Farmer Tom Thumb	Good	7	10/12/40
It Happened to Crusoe		6	Not Rev.
Mouse Meets Lion	Poor	6	11/23/40
Paunch and Judy	Average	6	1/25/41
Streamlined Donkey		6	Not Rev.

HOW'S YOUR I. Q. (6)

Junior I. Q. Parade		9½	Not Rev.
Take It Or Leave It (1)	Funny	11½	11/30/40
Take It Or Leave It (2)	Entertaining	11	2/ 1/41
Take It Or Leave It (3)		11	Not Rev.

INTERNATIONAL FORUM (6)

No. 1	Of Timely Interest	18	3/ 1/41

NEW YORK PARADE (6)

Abroad at Home		10	Not Rev.
Magic City	Well Done	10	1/25/41

PHANTASIES CARTOONS (8)

Happy Holidays		6	Not Rev.
Little Theatre		6	Not Rev.
Schoolboy Dreams	Cute	7	10/12/40
There's Music In Your Hair		7	Not Rev.

SCREEN SNAPSHOTS (12)

No. 1 (Ken Murray)		10	11/30/40
No. 2 (Don Wilson)	Very Good	10	11/23/40
No. 3 (Ken Murray)	One of the Best	9	Not Rev.
No. 4 (Ken Murray)		10	Not Rev.
No. 5 (Bob Hope)	Excellent	10	2/ 1/41

STOOGE COMEDIES (8)

Boobs In Arms		18	Not Rev.
Cookoo Cavaliers	Silly	17	11/30/40
From Nurse to Worse	A Dud	17	8/31/40
No Census, No Feeling		18	Not Rev.
So Long Mr. Chumps		20	Not Rev.

COLUMBIA 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of

WASHINGTON PARADE (6)

The Mint		10	Not Rev.
U. S. Military Academy		10	Not Rev.
U. S. Naval Academy	Splendid	10	2/ 1/41

WORLD OF SPORTS (12)

Ali the Giant Killer	Very Good	9	1/25/41
Hunting Wild Deer	Fair	9	11/30/40
Ice Capers	Very Good	10	3/ 8/41
Master of Cue	For Billiard Fans	10	10/12/40
Splits, Spares and Strikes	For Bowlers	10	3/ 8/41

MGM 1939-40

CARTOONS (18) (Tech.)

Bookworm Turns	Average	8	7/27/40
Fishing Bear	Clever	8	2/ 3/40
Gallopin' Gals	Excellent	8	11/ 9/40
Homeless Flea	Cute	8	11/ 9/40
Home on the Range	Cute	9	3/ 3/40
Mad Maestro	Good	8	1/20/40
Milky Way	Cute	8	7/ 6/40
Papa Gets the Bird	Cute	8	9/28/40
Peace on Earth	Definitely a "Must"	8	12/ 9/39
Puss Gets the Boot	Good	9	3/ 9/40
Rainy Day		8	Not Rev.
Romeo in Rhythm	Misses Fire	8	9/ 7/40
Swing Social	Clever	8	6/ 1/40
Tom Turkey and His Harmonica Humdinger	Fair	7	7/27/40

CRIME DOESN'T PAY (6)

Buyer Beware	Excellent	20	9/ 7/40
Jack Pot	One of the Best	19	3/30/40
Know Your Money	Excellent	21	2/ 3/40
Pound Foolish	Excellent	20	1/20/40
Soak the Old	Very Good	20	9/28/40
Women in Hiding	Excellent	22	7/ 6/40

METROSCOPIX (1)

Third Dimensional Murder	Great	7	3/ 1/41

CAREY WILSON MINIATURES (9)

Ashcan Fleet	Excellent	11	10/ 7/39
Door Will Open	Unusual	11	3/30/40
Failure at Fifty	Excellent	10	10/28/39
Mendelssohn's Wedding March	For Romanticists	11	11/25/39
Miracle at Lourdes	Excellent	11	1/20/40
Old South	Interesting	10	2/ 3/40
Rumba Rhythm	Entertaining	10	9/ 2/39
Servant of Mankind	A Trailer	9	6/ 1/40
Where Turf Meets Surf	Fair	10	2/ 3/40

OUR GANG (8)

Alfalfa's Double	Chucklesome	11	2/ 3/40
All About Hash	Fair	11	6/ 1/40
Big Premiere	Poor	10	3/30/40
Bubbling Troubles	Has Laughs	11	7/ 6/40
Captain Spanky's Show-boat	Funny	10	10/14/39
Dad For a Day	Good	11	11/25/39
New Pupil	Poor	11	4/27/40
Time Out for Lessons	Fair	11	12/23/39

JOHN NESBITT PASSING PARADE (8)

Baron and the Rose	Excellent	11	9/28/40
Dreams	Interesting	10	12/ 7/40
Forgotten Victory	Interesting	9	12/30/39
Hidden Master	Fair	10	4/27/40
Trifles of Importance	Very Good	10	7/27/40
Utopia of Death	Interesting	10	11/ 9/40
Way in the Wilderness	Fine	10	7/ 6/40
XXX Medico	Excellent	10	4/27/40

PETE SMITH SPECIALTIES (13)

Cat College	Excellent	10	7/27/40
Domineering Male	Excellent	10	3/30/40
Football Thrills of 1939	For Grid Fans	10	9/28/40
Let's Talk Turkey	Swell	10	11/25/39
Maintain the Right	Very Good	10	1/20/40
Please Answer	Very Good	9	9/ 7/40
Romance of the Potato	Good	9	12/23/39
Ski Birds	Excellent	8	11/25/39
Social Sea Lions	Novel	9	7/27/40
Spots Before Your Eyes	Excellent	10	6/ 1/40
Stuffie	Swell	11	3/ 9/40
What's Your I.Q.?	Good	7½	3/ 9/40
What's Your I.Q.? No. 2	Good	9	7/ 6/40

ROBERT BENCHLEY (4)

Day of Rest	Funny	10	10/28/39
Home Movies	A Howl	9	3/ 9/40
See Your Doctor	Very Funny	8	12/23/39
That Inferior Feeling	Excellent	10	1/20/40

SPECIAL SUBJECTS

Flags Speaks	A Must	19	5/ 4/40
Northward Ho!	A Trailer	9	3/ 9/40

FITZPATRICK TRAVELTALKS (12) (Tech.)

Calling on Colombia	Standard	8	4/27/40
Day on Treasure Island	Colorful	10	9/ 9/39
Land of Alaska Nellie	Good	10	1/27/40
Modern New Orleans	Interesting	9	6/ 1/40
Natural Wonders of Washington State	Okay	10	10/28/39
Night Descends on Treasure Island	Fair	9	3/ 9/40
Old 'Natchez	Good	9	2/ 3/40
Quaint St. Augustine	Charming	9	11/25/39
Seattle, Gateway to the Northwest	Standard	9	3/30/40
Sitka and Juneau	Interesting	9	4/27/40
Suva, Pride of Fiji	Pleasing	9	6/ 1/40
Valiant Venezuela	Standard	9	12/23/39

MGM 1940-41

	Comment	Running Time	Reviewed Issue Of
CARTOONS (18) (Tech.)			
Abdul the Bul-Bul Ameer		8	Not Rev.
Lonesome Stranger	Excellent	9	12/ 7/40
Mrs. Ladybug	Excellent	8	1/ 4/41
CRIME DOESN'T PAY (6)			
Eyes of the Navy	Excellent	22	10/19/40
Forbidden Passage	Tops	21	3/ 1/41
Respect the Law	Very Good	20	2/ 1/41
You the People	Excellent	21	1/ 4/41
MINIATURES (10)			
Great Meddler	Very Good	10	1/ 4/41
Happiest Man on Earth	Unusual	10	2/ 1/41
More About Nostradamus	Timely	11	2/22/41
Rodeo Dough	Very Good	10	12/ 7/40
OUR GANG (9)			
Baby Blues		10	Not Rev.
Fightin' Fools	Good Fun	10	2/ 1/41
Goin' Fishin'	Standard	10	11/ 9/40
Good Bad Boys	Good	11	9/ 7/40
Kiddie Cure	Good Gang	11	12/ 7/40
Waldo's Last Stand	Flimsy	10	11/ 9/40
PASSING PARADE (9)			
American Spoken Here	Excellent	10	12/ 7/40
Whispers	Excellent	10	2/22/41
PETE SMITH SPECIALTIES (14)			
Penny to the Rescue	Excellent	10	2/ 1/41
Quicker'n a Wink	Excellent	10	11/ 9/40
Quiz Biz	Entertaining	10	2/22/41
Sea For Yourself	Holds Interest	10	1/ 4/41
Wedding Bills	Very Good	10	12/ 7/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
Alluring Alaska		10	Not Rev.
Beautiful Bali	As Usual	10	12/ 7/40
Capital City	Fair	9	9/ 7/40
Cavalcade of San Francisco	Too Late	9	9/28/40
Glimpses of Kentucky		10	Not Rev.
Glimpses of Washington State		10	Not Rev.
Haiti, Land of Dark Majesty		10	Not Rev.
Mediterranean Ports of Call	Out-dated	10	2/ 1/41
Old New Mexico	Fair	10	11/ 9/40
Old New Orleans	As Usual	10	1/ 4/41
Red Men on Parade	Fair	10	3/ 1/41
Yosemite the Magnificent		10	Not Rev.

PARAMOUNT 1939-40

	Comment	Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)			
Ants in the Plants	Good	7	3/23/40
Fresh Vegetables Mystery	Clever	7	10/21/39
Snubbed by a Snob	Cute	7	5/18/40
Kick in Time	Good	7	2/24/40
Little Lambkin	Cute	7	8/17/40
You Can't Shoe a Horsefly	Cute	7	8/24/40
COLOR CRUISES (7)			
Argentina		10	Not Rev.
Chile	Fair Travelogue	10	12/16/39
Cuba		10	Not Rev.
Ecuador	Fair	10	9/16/39
Isle of Columbus		10	Not Rev.
Pacific Paradise	Interesting	10	7/13/40
Peru	Average	10	10/21/39
HEADLINERS (10)			
Artie Shaw's Class in Swing	For Swing Fans Only	10	8/26/39
Blue Barren & Orch.	Good	10	6/ 8/40
Frankie Masters and His Orchestra	Entertaining	11	1/20/40
Have You Met Yvette?	Good	10	5/ 4/40
Here's Hal	Average Band Number	10	12/16/39
Jimmy Dorsey & Orch.	Snappy	10	2/24/40
Moments of Charm of 1940	Very Good	11	11/ 4/39
George Olsen and His Music	Peppy	10	3/23/40
Ted Fio Rito & Orch.	Good	11	11/11/39
Pinky Tomlin & Orch.	Entertaining	11	8/17/40
PARAGRAPHICS (10)			
Bits of Life	Misses Fire	11	12/16/39
Busy Little Bears	Splendid	10	11/11/39
Dangerous Dollars	Informative	11	7/13/40
Not So Dumb	Excellent	10	3/23/40
Pictorial	Interesting	10	2/24/40
Pictorial No. 2	Satisfactory Filler	10	8/24/40
Public Hobby No. 1	Stamp-endous	10	9/ 2/39
Sugar Wind	Good	10	2/ 3/40
Television Preview	Interesting	10	5/18/40
Touchdown Review	Good Resume	10	1/27/40
POPEYE (12)			
Doing Impossikible Stunts	Good	7	8/17/40
Females Is Fickle	Good	7	3/23/40
Fightin' Pals		7	Not Rev.
Me Feelin's Is Hurt	Fair	7	5/ 4/40
Never Sock a Baby	Good	6	11/18/39
Nurse Mates	Fair	7	7/13/40
Onion Pacific	Satisfactory	7	6/ 8/40
Puttin' On the Act	Poor	7	8/24/40
Shakespearian Spinach	Funny	7	2/ 3/40
Stealin' Ain't Honest	Average	7	5/ 4/40
Wimmin Hadn't Oughta Drive	Excellent	7	8/24/40
Women Is a Myskery	Funny	7	6/ 8/40
POPULAR SCIENCE (6)			
No. 1	Very Good	10	9/23/39
No. 2	Very Interesting	10	11/25/39
No. 3	Interesting	10	1/27/40
No. 4	Exceptionally Interest'g	10	2/24/40
No. 5	Very Good	10	5/ 4/40
No. 6	Good	11	7/13/40

PARAMOUNT 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
SPORTLIGHTS (13)			
Aqua-Rhythm	Good	10	11/18/39
Blue Streak	Excellent	10	5/ 4/40
Bowling Skill	Very Good	10	2/ 3/40
Catching Whoppers	Thrilling	10	9/23/39
Cradle of Champions	Excellent	10	6/15/40
Dog Is Born	Excellent	10	11/ 4/39
Desert Adventure	Excellent	10	9/23/39
Human Fish	Excellent	10	2/24/40
Hydro-Maniacs	Exciting	10	8/26/39
Judo Experts	Excellent	10	1/20/40
Playmates of the Wild	Unique	10	5/18/40
Sink or Swim	Very Good	10	7/13/40
Two of a Kind	Fine	10	3/23/40
STONE AGE CARTOONS (12)			
Foul Ball Player	Fair	7	6/ 8/40
Fulla Bluff Man	Fair	7	8/24/40
Granite Hotel	Good	7	5/18/40
Springtime in the Rockage		7	Not Rev.
Ugly Dino	Cute	7	7/13/40
Pedagological Institution		7	Not Rev.
Way Back When a Nag Was Only a Horse	Okay	7	3/23/40
Way Back When a Night Club Was a Stick		7	Not Rev.
Way Back When a Razzberry Was a Fruit	Fair	7	8/16/40
Way Back When a Triangle Had Its Points	Fair	7	2/24/40
Way Back When Women Had Their Weigh		7	Not Rev.
Wedding Belts		7	Not Rev.
SYMPHONIC (3)			
Blue Danube Waltz	Glorious Music	10	10/21/39
Merry Wives of Windsor	For Music Lovers	9	11/11/39
William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	11	10/14/39
No. 2	Fairly Interesting	11	12/16/39
No. 3	Good	11	2/ 3/40
No. 4	Interesting	10	5/ 4/40
No. 5	Good	10	5/18/40
No. 6	Interesting	10	8/16/40

1940-41

	Comment	Running Time	Reviewed Issue Of
ANIMATED ANTICS (10)			
Bring Himself Back Alive	Good	7	12/21/40
Dandy Lion	Poor	7	10/ 5/40
Mommy Loves Poppy	Average	7	11/23/40
Sneak, Snoop and Snitch	Fair	7	11/23/40
Wild Oysters	Unusual	7	2/15/41
FASCINATING JOURNEYS (6) (Tech.)			
River Thames—Yesterday	Beautiful	10	11/23/40
Sacred Ganges	Dull	10	1/25/41
Village in India	Fair	10	2/22/41
GABBY CARTOONS (8) (Tech.)			
All's Well	Silly	7	1/18/41
Constable	Satisfactory	7	11/23/40
King For a Day	Fair	7	10/26/40
Two for the Zoo	Good	7	2/15/41
HEADLINERS (8)			
Gene Krupa & Orch.	For Jitterbugs	10	2/22/41
Listen to Larry	Satisfactory	10	11/ 2/40
Johnnie Messner & Orch.	Fair	11	12/21/40
Moments of Charm of 1941 (Tech.)	Pretty	10	10/ 5/40
MADCAP MODELS (6) (Tech.)			
Dipsy Gipsy		9	Not Rev.
Western Daze	Novel	9	1/11/41
PARAGRAPHICS (6)			
Breezy Little Bears	Excellent	10	1/18/41
Nature's Nursery	Excellent	10	11/ 2/40
Quiz Kids		10	Not Rev.
Seeing Is Believing	Fair	11	12/ 7/40
POPEYE (12)			
Eugene, the Jeep	Funny	7	12/ 7/40
My Pop, My Pop	Amusing	7	11/ 2/40
Popeye Meets William Tell	Funny	7	10/ 5/40
Problem Pappy	Fair	7	1/25/41
Quiet Pleeze		7	Not Rev.
With Poopdeck Pappy	Entertaining	7	12/ 7/40
POPULAR SCIENCE (6)			
No. 1	Good	10	10/ 5/40
No. 2	Interesting	10	11/23/40
No. 3	Interesting	10	12/21/40
No. 4		10	Not Rev.
ROBERT BENCHLEY (4)			
Trouble With Husbands	Great Fun	11	11/16/40
Waiting For Baby	A Howl	10	2/22/41
SPECIAL CARTOON (1) (Tech.)			
Raggedy Ann	Very Good	19	12/21/40
SPORTLIGHTS (13)			
Acrobatic Aces	Excellent	10	1/25/41
Canine Sketches		10	Not Rev.
Diving Demons	Beautiful Diving	10	10/ 5/40
Feminine Fitness	Very Good	10	12/21/40
Marine Round-up	Excellent	10	12/ 7/40
Motorcycle Stunting	Thrills Aplenty	10	11/23/40
Sporting Everglades	Very Good	10	10/26/40
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	10	10/ 5/40
No. 2	Interesting	10	12/ 7/40
No. 3	Good	10	2/15/41

RKO-RADIO 1939-40

	Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
Bill Poster	Very Good	8	5/25/40
Bone Trouble		9	Not Rev.
Donald's Dog Laundry	Very Funny	8	5/25/40
Donald's Vacation	A Scream	8	8/10/40
Fire Chief	Good	8	12/14/40
Goofy's Glider	Excellent	8	12/14/40
Little Whirlwind		8	Not Rev.
Mr. Duck Steps Out	Swell	8	5/25/40
Mr. Mouse Takes a Trip	Excellent	8	11/16/40
Officer Duck	A Scream	8	9/16/39
Pantry Pirate	Very Good	8	2/ 1/41
Pluto's Dream House	Excellent	8	9/14/40
Pluto's Playmate	Excellent	8	3/ 1/41
Put-Put Troubles		7	Not Rev.
Riveters	A Howl	7	5/25/40
Timber	A Howl	8	3/ 1/41
Tugboat Mickey	Excellent	8	5/25/40
Window Cleaners	A Scream	8	10/19/40
EDGAR KENNEDY (6)			
Act Your Age	Extremely Funny	18	10/ 7/39
Kennedy the Great		19	Not Rev.
Mutiny in the County		17	Not Rev.
Slightly at Sea		16	Not Rev.
'Taint Legal		16	Not Rev.
INFORMATION PLEASE (13)			
No. 1 (Rex Stout)	Like Radio Program	11	9/30/39
No. 2 (Gene Tunney)	Entertaining	10	10/28/39
No. 3 (C. B. Kelland)	Entertaining	10	11/18/39
No. 4 (Deems Taylor)	Very Good	11	12/23/39
No. 5 (Chris. Morley)	Good	11	2/10/40
No. 6 (Gene Tunney)	Very Good	10	2/17/40
No. 7 (C. B. Kelland)	Entertaining	11	4/ 6/40
No. 8 (Ruth Gordon)	Excellent	10	4/13/40
No. 9 (Elmer Davis)	Excellent	11	4/27/40
No. 10 (Deems Taylor)	Good	11	6/15/40
No. 11 (Chris. Morley)	Entertaining	11	6/15/40
No. 12 (Wendell Willkie)	Willkie Appeal	10	7/13/40
No. 13 (Elmer Davis)	Amusing	9	8/10/40
LEON ERROL (6)			
Bested By a Beard		20	Not Rev.
Scrappily Married		20	Not Rev.
Truth Aches		19	Not Rev.
Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)			
Canada at War	Interesting	18	3/ 9/40
America's Youth—1940	Satisfactory	19	4/13/40
Philippines	Interesting	19	5/11/40
U. S. Navy	Good	19	6/ 8/40
Spoils of Conquest	Good	17	8/10/40
Gateway to Panama	Okay	20	8/24/40
RADIO FLASH (8)			
Blamed For a Blonde	Very Funny	19	10/ 7/39
Chicken Feed		18	Not Rev.
Coat Tales		18	Not Rev.
Goodness a Ghost		16	Not Rev.
Twincuplets		20	Not Rev.
RAY WHITLEY (8)			
Bandits and Ballads		17	Not Rev.
Coralling a School Marm	Good	20	8/10/40
Cupid Rides the Range	Very Good	18	9/16/39
Molly Cures a Cowboy		19	Not Rev.
REELISMS (13)			
Acres of Plenty	Very Good	9	11/ 4/39
Air Army	Timely	9	4/27/40
American Royal	Excellent	9	11/18/39
Hats		9	Not Rev.
Men of Muscle	Good	9	2/10/40
Navajoland	Very Good	10	2/10/40
Nevada Unlimited	Interesting	9	9/30/39
Siege	Startling	10	2/10/40
Stray Lamb	Unusual	8	6/15/40
Streamlined	Excellent	9	8/10/40
Vacation Diary	Exhilarating	10	2/17/40
Week End		9	Not Rev.
West Wall	Informative	10	12/23/39
SPORTSCOPES (13)			
Aquapoise	Swell	9	2/10/40
Arrow Points	Good Archery	8	9/14/40
Court Favorites	Interesting	10	4/27/40
Flycasting	Interesting	9	4/ 6/40
Gun Play	Fair	9	9/30/39
Hunting Hounds	Very Interesting	9	11/ 4/39
Hurdle Hoppers	Splendid	9	6/15/40
Ice Cutters	Good	9	11/ 4/39
Pennant Chasers	For Baseball Fans	9	4/ 6/40
Silent Wings	Interesting	10	6/15/40
Sky Game	Excellent	9	12/23/39
Trouble Shooter	For Golfers	9	9/14/40
Winter Playground	Splendid	9	12/ 9/39

1940-41

	Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
Golden Eggs		8	Not Rev.
EDGAR KENNEDY (6)			
Drafted in the Depot		19	Not Rev.
Mad About Moonshine	Fair	18	3/ 1/41
Sunk by the Census	Funny	18	9/14/40
Trailer Tragedy	Funny	17	10/19/40
INFORMATION PLEASE (13)			
No. 1 (Anna Neagle)	Excellent	11	9/14/40
No. 2 (Ruth Gordon)	Good	10	10/19/40
No. 3 (Alice Marble)	Swell As Usual	10	11/16/40
No. 4 (Louis Bromfield)	Excellent	11	12/14/40
No. 5 (Wendell Willkie)	Good	10	2/ 1/41
No. 6 (Jan Struther)	Excellent	11	3/ 1/41

RKO-RADIO 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of
LEON ERROL (6)			
Fired Man	Mildly Amusing	20	2/ 1/41
He Asked for It	Very Funny	18	9/14/40
Tattle Television	Funny	19	11/16/40
MARCH OF TIME (13)			
On Foreign Newsfronts	Fair	19	9/21/40
Britain's R.A.F.	Very Informative	18	10/ 5/40
Mexico	Timely and Informative	19	10/26/40
Arms and the Men—U.S.A.	Timely	19	11/23/40
Labor and Defense—1941	Excellent	19	12/21/40
Uncle Sam—Non-Belligerent	Excellent	19	1/18/41
Americans All	Good	18	2/15/41
RAY WHITLEY (4)			
Bar Buckaroos	Good	16	11/16/40
Prairie Spooners	Very Good	13	3/ 1/41
PICTURE PEOPLE (13)			
No. 1	Interesting	10	9/14/40
No. 2	Good	9	10/19/40
No. 3	Night Club Plug	10	11/16/40
No. 4	Good	10	12/14/40
No. 5	Fair	10	2/ 1/41
No. 6	Fair	10	3/ 1/41
SPECIAL SUBJECT			
Growing Up (Quins) 18	Wide Appeal	18	12/14/40
SOUTH AMERICA (3)			
Eyes on Brazil	Very Interesting	10	3/ 1/41
SPORTSCOPES (13)			
Caballero College	Fair	9	3/ 1/41
Kentucky Royalty	For Horse Lovers	9	10/19/40
Mat Men	Good	9	3/ 1/41
Quail Quest	Good	9	9/14/40
Snow Eagles	Excellent	9	2/ 1/41
Snow Fun	Exhilarating	9	12/14/40
Sportsman's Partner	For Dog Lovers	9	11/16/40

REPUBLIC

	Comment	Running Time	Reviewed Issue Of
MEET THE STARS (12)			
Baby Stars	Excellent	10	2/ 1/41
Chinese Garden Festival	Good Starter	10	12/21/40
Variety Reel	Interesting	10	3/ 1/41

20th CENTURY-FOX 1939-40

	Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Conquering the Colorado	Exciting	11	8/19/39
Filming the Fleet	Exceptional	10	9/23/39
Sky Fighters	Excellent	10	12/ 9/39
Sanctuary of Seals	Unique	10	6/ 8/40
DRIBBLE PUSS PARADE—LEW LEHR (6)			
Cheerio My Dears		9	Not Rev.
Labor Savers	Amusing	9	3/30/40
Monkeys Is the Cwaziest People	Riot of Laughs	10	9/30/39
Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)			
For Going Places	Natural For Women	10	9/23/39
For Outdoors	Excellent	10	3/30/40
For Play Hours	Excellent	10	2/24/40
No. 8		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Aghileen Pinnacles	Excellent	11	10/14/39
Birthplace of Icebergs	Remarkable	11	8/19/39
Climbing the Spirit's Home	Interesting	10	3/30/40
Evergreen Empire	Interesting	10	9/23/39
Flying Stewardess		10	Not Rev.
Isles of the East	Excellent	9	6/ 1/40
Kangaroo Country	Interesting	10	12/ 9/39
Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)			
Action on Ice		10	Not Rev.
Big Game Fishing	Exciting	10	9/16/39
Clocking the Jockeys	Interesting	11	10/14/39
Following the Hounds	Outstanding (Tech.)	10	2/24/40
Over the Seven Seas	Fine	10	3/30/40
Top Notch Tennis	Good	10	2/24/40
TERRYTOONS (26) (10 in Tech.)			
All's Well That Ends Well	Fair	7	4/ 6/40
Catnip Capers	Good	7	6/ 8/40
Dog in a Mansion	Good	7	2/24/40
Edgar Runs Again	Very Good	7	2/24/40
First Robin (Tech.)		7	Not Rev.
Golden West	Clever	7	8/19/39
Hare and Hounds		7	Not Rev.
Harvest Time	Clever	7	2/24/40
Hitch-Hiker		7	Not Rev.
Hook, Line and Sinker (Tech.)		7	Not Rev.
Ice Pond		7	Not Rev.
It Must Be Love		7	Not Rev.
Just a Little Bull (Tech.)		7	Not Rev.
Love in a Cottage		7	Not Rev.
Much Ado About Nothing	Good	7	4/ 6/40
One Mouse in a Million	Fair	7	12/ 9/39
Orphan Duck (Tech.)	Diverting	7	10/14/39
Professor Offkeyski	Good	7	6/ 1/40
Rover's Rescue		7	Not Rev.
Rupert the Runt		7	Not Rev.
Sheep in the Meadow	Satisfactory	7	10/14/39
Swiss Ski Yodelers	Clever	7	6/ 1/40
Two Headed Giant (Tech.)	Good	7	8/19/39
Watch Dog		7	Not Rev.
Wicky Wacky Romance	Very Good	7	12/ 9/39
Wot's All the Shootin' Far		7	Not Rev.

20th CENTURY-FOX 1940-41

	Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Midget Motor Mania	Unusual	10	10/12/40
Modern Highway	Good	10	3/ 1/41
Training Police Horses	Excellent	10	2/ 8/41
FASHION FORECASTS (4) (Tech.) ANNOUNCED—NOT MADE			
LEW LEHR COMEDIES (4)			
Grunters and Groaners	Tiresome	10	8/10/40
Tale of Butch the Parrot		10	Not Rev.
MAGIC CARPET OF MOVIETONE (8)			
Eskimo Trails	Enlightening	10	8/10/40
Isle of Mystery		10	Not Rev.
Land of Flowers (Tech.)	Colorful	9	8/10/40
Old Dominion State	Very Good (Tech.)	10	11/30/40
Spotlight on Indo-China		16	Not Rev.
RIPLEY'S BELIEVE IT OR NOT (4)			
Acquitted by the Sea	Excellent	10	10/12/40
SPORTS REVIEWS—THORGERSEN (6) (3 in Tech.)			
Bowling for Strikes	Great for Bowlers	10	10/12/40
Lure of the Trout (Tech.)	For Fly Casters	10	11/30/40
Rodeo Goes to Town	Good	10	2/ 8/41
Symphony in Snow		10	Not Rev.
Vacation Time (Tech.)	OK	8	8/10/40
TERRYTOONS (26) (13 in Tech.)			
Bill Mouse's Akwakade (Tech.)	Excellent	7	8/10/40
Club Life in the Stone Age		7	Not Rev.
Hairless Hector		7	Not Rev.
Happy Haunting Grounds		7	Not Rev.
Home Guard (Tech.)		7	Not Rev.
How Wet Was My Ocean (Tech.)	Excellent	7	10/12/40
Landing of the Pilgrims (Tech.)	Good Now	7	11/30/40
Lucky Duck (Tech.)		7	Not Rev.
Mississippi Swing (Tech.)	Rhythmic	7	2/ 8/41
Magic Pencil	Poor	7	12/ 7/40
Plane Goofy (Tech.)	Fair	7	12/ 7/40
Snow Man		7	Not Rev.
Temperamental Lion (Tech.)	Amusing	7	2/15/41
Touchdown Demons	Amusing	7	10/ 5/40
What a Little Sneeze Will Do	Good	7	2/15/41
When Knights Were Bold		7	Not Rev.

UNIVERSAL 1939-40

	Comment	Running Time	Reviewed Issue Of
CARTUNES (13) WALTER LANTZ (Tech.)			
A-Haunting We Will Go	Pretty Good	7	7/15/39
Andy Panda Goes Fishing	Fair	9	2/10/40
Kittens' Mittens	Good	9	2/24/40
Life Begins For Andy Panda	Amusing	9	9/30/39
100 Pygmies and Andy Panda	Good	7½	5/11/40
Scrambled Eggs	Cute	8	12/30/39
Sleeping Princess	Good Fun	7	12/ 2/39
Tom Thumb, Jr.	Cute	8	4/ 6/40
GOING PLACES (15)			
66—Man-Made Jungle		10	Not Rev.
67—In the Heart of Africa	Very Good	9	10/21/39
68—Funny Birds—Here and There	Excellent	9	10/21/39
69—Playground of the Antilles	Interesting	9	12/23/39
70—Delicacy on a Half Shell	Very Good	9	12/30/39
71—Strange American Animals	Interesting	9	2/10/40
72—Rhodesia	Good	9	4/ 6/40
73—Working on the Railroads — The Country Goes to the Dogs	Excellent	9	3/30/40
74—Barbados	Interesting	9	4/20/40
75—Death Valley	Fascinating	10	4/20/40
76—Pretzels—Goat Farms	Good	9	5/11/40
77—Parlor Buckaroos	Interesting	10	6/22/40
78—Curacao	Timely	9	6/22/40
79—Coast of Curiosities		9	Not Rev.
80—Down El Paso Way		10	Not Rev.
MUSICALS (13)			
Boy Meets Joy	Good Diversion	20	9/ 2/39
Bullets and Ballads	Good	18	2/17/40
Folies Parisienne	Just Fair	18	4/20/40
Honolulu Bound		18	Not Rev.
I Dream of Jeannie with the Light Brown Hair	Fair	17	9/21/40
International Revels	Okay Filler	18	4/ 6/40
Naughty Nineties	Pleasing	18	6/22/40
Rhythm Jamboree	Fair Vaudeville	18	2/10/40
Rhumba Land	Good Vaudeville	18½	12/ 2/39
Snow Follies	Light Fare	19	12/30/39
Swing Hotel	Diverting	17	10/21/39
Swingin' in the Barn	Rustic Rhythm	19	6/22/40
Varsity Vanities	Swing Session	18	8/ 3/40
SPECIAL SUBJECT (1)			
March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)			
No. 66	Very Good	10	9/23/39
No. 67	Good	10	10/21/39
No. 68	Interesting	9	10/21/39
No. 69	Good	9	12/23/39
No. 70	Average	9	12/23/39
No. 71	Good	9	3/40
No. 72	Average	9	4/ 6/40
No. 73	Interesting	9	4/ 6/40
No. 74	Good	9	4/20/40
No. 75	Good	9	4/20/40
No. 76	Good	9½	5/11/40
No. 77	Good	9	6/22/40
No. 78	Average	9	6/22/40
No. 79		9	Not Rev.
No. 80		9	Not Rev.

UNIVERSAL 1940-41

	Comment	Running Time	Reviewed Issue Of
CARTOONS (13) (Tech.)			
Crazy House	Satisfactory	8	10/12/40
Fair Today	Good	7	2/15/41
Knock, Knock	Very Good	8	11/30/40
Mouse Trappers	Amusing	7	2/ 8/41
Recruiting Daze	Fair	8	11/ 2/40
Syncopated Sioux	Clever	7	12/28/40
GOING PLACES (15)			
81—Coast Guard	Interesting	10	9/21/40
82—Sun Valley	Good	10	10/12/40
83—Arizona	Interesting	10	10/12/40
84—Melting Pot of the Caribbean	Good	10	12/28/40
85—Hunting on Top of the World	Fascinating	9	12/28/40
86—South of the Border	Interesting	10	2/15/41
No. 87		10	Not Rev.
No. 88		10	Not Rev.
MUSICALS—TWO REEL (13)			
Bagdad Daddy	Very Good	18	2/ 8/41
Beat Me Daddy-Eight to the Bar		17	Not Rev.
Class in Swing	Good Variety	16	10/12/40
Congamania	Latin Liveliness	20	11/30/40
Tickled Pinky	Rustic Rhythm	18	1/ 4/41
Torrid Tempos	Entertaining	18	11/30/40
SPECIAL SUBJECT (1)			
Swing with Bing	Excellent	18	4/13/40
STRANGER THAN FICTION (15)			
No. 81	Good	8	9/21/40
No. 82	Average	9	10/12/40
No. 83	Average	9	10/12/40
No. 84	Good	9	11/30/40
No. 85	Excellent	9	12/28/40
No. 86	Up to Par	9	2/ 8/41
No. 87		9	Not Rev.
No. 88		9	Not Rev.

VITAPHONE-WARNER BROS. 1939-40

	Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (10)			
Alex in Wonderland		20	Not Rev.
Double or Nothing	Amusing	20	2/17/40
Ice Frolics	Entertaining	20	9/30/39
One for the Book	Entertaining	20	12/30/39
Public Jitterbug No. 1		18	Not Rev.
Remember When	Swell Entertainment	20	9/ 2/39
Slapsie Maxie's	Perfect Clowning	17	8/26/39
Spills for Thrills	Excellent	19	7/ 6/40
World's Fair Junior	Just Fair	20	11/ 4/39
Young America Flies	Excellent	22	7/27/40
COLOR PARADE (10)			
American Saddle Horses	Interesting	10	11/25/39
Famous Movie Dogs	Excellent	10	7/27/40
Gun Dog's Life	Sure to Please	10	5/18/40
Mechanix Illustrated #1	Good	10	9/ 2/39
Mechanix Illustrated #2		10	Not Rev.
Mechanix Illustrated #3	Interesting	10	2/17/40
Mechanix Illustrated #4	Interesting	10	6/15/40
Men Wanted	Interesting	10	4/13/40
New Horizons	Good	10	12/30/39
The Valley	Interesting	10	7/ 6/40
FEATURETS (Tech.) (8)			
Cinderella's Feller	Excellent	16	6/15/40
Monroe Doctrine	Excellent	16	10/28/39
Old Hickory	Outstanding	17	12/30/39
Pony Express Days	Excellent	19	7/ 6/40
Royal Rodeo	Entertaining	15	11/25/39
Service with the Colors	Sure-Fire	20	8/31/40
Singing Dude	Excellent	18	4/13/40
Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)			
Africa Squeaks	Hilarious	7	2/24/40
Ali Baba Bound		7	Not Rev.
Chewin' Bruin	Amusing	7	6/15/40
Film Fan	Excellent	7	1/ 6/40
Jeepers Creepers	Funny	7	10/ 7/39
Naughty Neighbors	Good	7	11/ 4/39
Patient Porky	Good Diversion	7	8/31/40
Pied Piper Porky	Good	7	11/25/39
Pilgrim Porky	Clever	7	4/13/40
Porky's Baseball Broadcast	Funny	7	7/ 6/40
Porky's Hotel	Good	7	9/ 2/39
Porky's Last Stand		7	Not Rev.
Porky's Pony Express		7	Not Rev.
Porky's Poor Fish		7	Not Rev.
Porky the Giant Killer		7	Not Rev.
Slap Happy Pappy		7	Not Rev.
You Ought to Be in Pictures	Novel	7	5/18/40
MELODY MASTERS (10)			
Dave Apollon	Average Musical	10	2/24/40
Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
Dipsy Doodler	Swingy	10	5/18/40
Woody Herman		10	Not Rev.
Vincent Lopez	Lively	10	9/23/39
Ozzie Nelson	Good	10	6/15/40
Romance in Rhythm	Satisfactory	10	4/13/40
Rubinoff and Orch.	Good	10	11/ 4/39
Swing Styles	Good	10	8/26/39
Symphony of Swing	Satisfactory	10	12/ 2/39

VITAPHONE 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
MERRIE MELODIES (26) (Tech.)			
Bears' Tale		7	Not Rev.
Busy Bakers		7	Not Rev.
Ceiling Hero		7	Not Rev.
Circus Today	Clever	7	7/ 6/40
Confederate Honey		7	Not Rev.
Cross Country Detours	A Knockout	7	4/13/40
Curious Puppy		7	Not Rev.
Early Worm Gets the Bird		7	Not Rev.
Egg Collector		7	Not Rev.
Elmer's Candid Camera		7	Not Rev.
Fagin's Freshmen	Amusing	7	11/25/39
Fresh Fish	Swell	7	11/ 4/39
Gander at Mother Goose	Good	7	5/18/40
Ghost Wanted	Amusing	7	10/26/40
Good Egg		7	Not Rev.
Hardship of Miles Standish		7	Not Rev.
Land of the Midnight Fun	Superb	7	9/23/39
Little Blabbermouse	Amusing	7	8/ 3/40
Little Lion Hunter		7	Not Rev.
Mighty Hunters	Pleasing	7	2/17/40
Screwball Football	Swell Cartoon	7	12/30/39
Sioux Me	Clever	7	9/ 9/39
Sniffles and Bookworm	Cute	7	2/24/40
Sniffles Takes a Trip		7	Not Rev.
Tom Thumb in Trouble	Cute	7	6/15/40
Wild Hare		7	Not Rev.
SPECIAL RELEASE			
Cavalcade of Academy Awards	Fan Appeal	31	5/18/40
VITAPHONE VARIETIES (6)			
All Girl Revue		7	Not Rev.
No Parking	Fairly Funny	10	4/13/40
Organ Novelty	Fair	9	11/11/39
Radio and Relatives		10	Not Rev.
Sword Fishing	Exciting	10	10/ 7/39
Vote Trouble	Laughs	10	8/26/39

1940-41

BROADWAY BREVITIES (9)			
Alice in Movieland	Superlative	20	11/30/40
Dog In the Orchard	Meritorious	20	1/18/41
Just a Cute Kid		20	Not Rev.
Mack Sennett Revival		20	Not Rev.
Take the Air	Entertaining	20	3/ 8/41
ELSA MAXWELL COMEDIES (3)			
Lady and the Lug		19	Not Rev.
Riding Into Society	T'Ain't Funny	19	8/31/40
Throwing a Party		20	Not Rev.
HOLLYWOOD NOVELTIES (10)			
History Repeats Itself	Good	10	9/30/39
Football Highlights	Rockne Build-up	10	8/31/40
Mexican Jumping Beans	Very Good	10	11/30/40
Shark Hunting	Exciting	10	8/ 3/40
Wild Boar Hunt	Exciting	10	3/ 8/41
LOONEY TUNES (16)			
Calling Dr. Porky		7	Not Rev.
Haunted Mouse		7	Not Rev.
Joe Glow the Firefly		7	Not Rev.
Pre-Historic Porky	Clever	7	11/ 2/40
Porky's Bear Facts		7	Not Rev.
Porky's Hired Hand	Good	7	12/28/40
Porky's Snooze Reel		7	Not Rev.
Sour Puss	Satisfactory	7	11/30/40
Timid Toreador	Good	7	1/18/41
MELODY MASTERS (10)			
Cliff Edwards and His Buckaroos	Fair	10	Not Rev.
Henry Busse & Orch.	Good	10	11/30/40
Skinny Ennis & Orch.	Good	10	12/28/40
Jan Garber & Orch.		10	Not Rev.
Matty Malneck	Snappy	10	8/ 3/40
Freddie Martin & Orch.		10	Not Rev.
Joe Reichman & Orch.	Excellent	10	11/ 2/40
MERRIE MELODIES (26) (Tech.)			
Bed Time for Sniffles		7	Not Rev.
Cat's Tale		7	Not Rev.
Crackpot Quail		7	Not Rev.
Elmer's Pet Rabbit	Funny	7	12/28/40
Fighting 69½	Good	7	1/18/41
Good Night Elmer		7	Not Rev.
Goofy Groceries		7	Not Rev.
Holiday Highlights	Swell Satire	7	11/ 2/40
Malibu Beach Party	Grade A	7	8/31/40
Of Fox and Hound		7	Not Rev.
Shop, Look and Listen	Good	7	12/28/40
Sniffles Bells the Cat		7	Not Rev.
Stage Fright	Satisfactory	7	10/26/40
Tortoise Beats the Hare		7	Not Rev.
Toy Trouble		7	Not Rev.
Wacky Wildlife	Funny	7	12/ 7/40
TECHNICOLOR SPECIALS (6)			
Flag of Humanity	Splendid	20	10/26/40
March on Marines	Excellent	20	12/28/40
Meet the Fleet	Excellent	20	1/18/41
Wings of Steel		20	Not Rev.
SPECIAL SUBJECTS			
Christmas Under Fire	Heart Appeal	10	1/18/41
London Can Take It	Powerful	10	10/26/40
SPORTS PARADES (10)			
California Thoroughbreds	Interesting	10	12/28/40
Diary of a Racing Pigeon	Interesting	10	12/ 7/40
Does You Seldom See	Good Novelty	10	8/31/40
Fight, Fish, Fight	Thrilling	10	3/ 8/41
Fly Fishing	For Anglers	10	10/26/40

MISCELLANEOUS

	Comment	Running Time	Reviewed Issue Of
Aida (Guaranteed)	For Music Lovers	9	5/11/40
Ave Maria (Malchain)	Impressive	10	7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	11/ 4/39
Heroic Greece (Norton)	Timely	10	3/ 1/40
In the Bank (King of Comedy Pictures)	Still Good	19	11/16/40
Memory Lingers On No. 2 (Progress)	Excellent	10	8/ 5/39
Norway's Fete (Hoffberg)	Fair	10	5/18/40
On the Trail of the Tarpon (N. Y. Zoological Society)	Thrilling	11	1/13/40
Paper Hanger (King of Comedy Pictures)	Delightful	19	3/ 2/40
Rembrandt (Malchain)	Fascinating	11	7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	7/ 1/39
Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1939-40

Dist and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
Deadwood Dick	15 Chaps.	7/20/40
Green Archer	15 Chaps.	11/ 2/40
The Shadow	15 Chaps.	1/13/40
Terry and the Pirates	15 Chaps.	4/20/40

SERIALS 1939-40 (Cont.)

Dist. and Title	No. Chaps.	Reviewed Issue of
REPUBLIC		
Adventures of Red Ryder	12 Chaps.	6/15/40
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39
Winners of the West	13 Chaps.	5/11/40
1940-41		
COLUMBIA		
White Eagle	15 Chaps.	Not Rev.
REPUBLIC		
Adventures of Captain Marvel	12 Chaps.	3/ 8/41
King of the Royal Mounted	12 Chaps.	8/17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40
Riders of Death Valley	15 Chaps.	Not Rev.
Sky Raiders	12 Chaps.	2/15/41

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SHOWMEN'S TRADE REVIEW

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MAR 17 1941

SHOWMEN'S TRADE REVIEW

FILE

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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Martin Mullin

Vol. 34 No. 8

March 15
1941

ADVERTISING CLINIC—How to Use Headlines

HE CLICKS IN THE STICKS—a Lesson in Showmanship



"Take Your Seats, America!"

You've got a date with the girls from the Follies!
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Never such a wealth of feminine loveliness!
Spectacular musical numbers one after another!
"Minnie from Trinidad" • "You Stepped Out of a Dream" and others!
More than you'd find in a whole season of Broadway musicals!
Lights! Curtain! Bravo!

ZIEGFELD GIRL

Starring
JAMES STEWART
JUDY GARLAND
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LANA TURNER

with TONY MARTIN • JACKIE COOPER • IAN HUNTER • CHARLES WINNINGER
EDWARD EVERETT HORTON • PHILIP DORN • Screen Play by Marguerite Roberts and Sonya Levien • Directed by ROBERT Z. LEONARD • Produced by PANDRO S. BERMAN • An M-G-M Picture

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The Editorial Page

Important Advice

Ed Kuykendall, head of MPTOA, advised theatremen in a recent bulletin to read their trade papers carefully in order that they might keep abreast of the tide of events in the field of arbitration.

Ed might have added that following the trade papers for data and information about forthcoming product and its handling under the new five-picture setup is equally important. For only through the trade press will you be able to keep an eye on what is coming along in the product parade, how the pictures will be grouped into packages, and thus arrive at sound estimates of the value of the various groups for your situation.

This trade paper keeps in closer touch with its field than most, and from first-hand observations and conversations with exhibitors, independent operators and circuit executives alike, we find that alert and progressive theatremen are becoming more and more trade paper conscious. The indications of this are so strong in the many territories from which evidence has come direct through contact with scores of representative theatremen, that it is a better than fair bet the showmen of the country as a whole are discovering, as Ed Kuykendall advises them to, that trade news and information is more vital today than ever.

▲ ▲ ▲

Meeting Local Needs

A most interesting viewpoint was expressed by "Mike" Kincey during this writer's visit to Charlotte, N. C., a logical scene for discussion of new conditions created in industrial towns and cities where factories now are humming to the tune of government contracts.

Mr. Kincey pointed out that due to shifts or working hours, it has become necessary to adjust theatre operating schedules to realize the maximum of potential trade. This subject was of unusual interest to us because we have had a lot of correspondence with exhibitors who are facing problems connected with the working hours of large numbers of people in their drawing area. Perhaps they can adopt the Kincey method and gear their show hours to the working schedules at local factories.

▲ ▲ ▲

Complete Service

Adding to an already comprehensive service for theatremen, STR prepares to introduce another vital feature. We have enlisted the expert services of a widely experienced theatreman to contribute an important series of articles dealing with managerial functions and operating policies and plans.

This valuable series starts in next week's issue. Theatremen will recognize in it a contribution filling a vital need. Look for this new feature in next week's issue.

▲ ▲ ▲

Worth Trying

There is now sufficient encouragement to the policy of spotting the top feature of a dual bill for nine p. m. presentation to warrant further extension of the plan.

This idea, originated by RKO's John O'Connor, has had more than satisfactory results. The nine p. m. spot for the top feature certainly helps solve the worst drawback to the dual policy, which is the late hour at which patrons get home after seeing a picture show. Movie going was at its height when it was a sort of family formula in many homes. With the schedule set to present the main picture at nine, the complete show breaks at the same closing hour, it's true, but at least those who would not attend unless they could see the leading attraction, can take in that and as much of the rest of the program as they wish and still regulate their own "getting home" hour.

We should imagine that in the smaller cities and towns where duals are rampant, theatremen might find the nine o'clock policy a real business builder.

▲ ▲ ▲

Progress Continues

Only a few years ago, Republic was regarded as merely another entrant in the independent field. But it required only a few years for this company to progress steadily to its present eminence as an important source of product for large numbers of theatres. The progress was made under a very simple plan which brought into play smart executive guidance, greater control of distribution operations, constantly improving product and, of no little importance, aggressive merchandising of the product through trade advertising.

All of these latter factors were part of a policy instituted by Herbert Yates, who gave his personal supervision to execution of the plan, guiding each and every detail and working closely with his immediate aides. Thus he has seen his plans carry through from initial planning to full realization and outstanding success. For Republic today is an up, but still coming, company which seems destined to continue its remarkable progress.

—"CHICK" LEWIS

Georgia Forbids Blocks-of-5; Minn. Also Threatens Measure

Fear Possible Upset of Consent Decree; Boren Asks Formal Hearing on Proposed Investigation of Industry

Swift passage of an anti-block-of-five measure by the Georgia State Senate, this week, and hearings on a similar bill by the Minnesota legislature at which distributors declared it to be a "dangerous reversion to a business method much criticized in the past," featured developments in which the consent decree was assailed in several quarters. Backing the Minnesota bill was the Legion of Decency, whose representative appeared before the Minnesota lawmakers. The House Judiciary Committee of the Minnesota Legislature late Wednesday night voted approval of the bill, sponsored by Northwest Allied. It is expected to be voted upon by the house within the next few days.

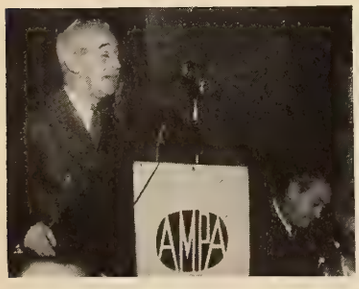
Georgia's action permits distributors to sell their entire output in one block, with 20 per cent cancellation privileges. Setting a record for speed, the bill was introduced on Tuesday, reported out of committee the next day and passed on Thursday. On Friday, the house committee reported favorably upon it.

Distributors, taking immediate steps to combat the bills both in Georgia and Minnesota, declared it would be virtually impossible to sell pictures by two methods. If the bills became law, it was reported, it was possible that the five consenting companies would refuse to service accounts in the two states. Incidentally, distributors are concerned lest the proposed measures upset the consent decree.

Meanwhile, Representative Lyle H. Boren in Washington, who introduced a resolution in the House demanding an investigation of the motion picture industry, requested a formal hearing before the House Rules Committee, this week. No date was set, however.

The dormant anti-trust suit of Edward Peskay, operator of the Pickwick, 2000-seat, million dollar house, in Greenwich, was reported coming to life again as Loew's had turned down an offer to take over operation of the theatre. The Department of Justice was said to have frowned upon acquisition of the house. Alleged inability to obtain product until several months after first-run Stamford houses, forms the basis of the action.

RODGERS Sees HARMONY



Declaring that "this is no time for misunderstandings," William F. Rodgers, MGM general sales manager, told members of AMPA at the organization's regular luncheon last week that all branches of the industry must recognize the new era brought about by the consent decree and the establishment of the arbitration system. He said he looked forward to harmony within the industry. He is shown above making his address. At right is Ted O'Shea, MGM central division manager.

University Film Prod'n's Formed by Golden

Hollywood — Edward A. Golden, former vice-president and general sales manager of Monogram Pictures, has formed a new producing company to be known as University Film Productions, Inc., of which he will be president. Production arrangements for a feature tentatively entitled "The Kiss of Death" are now being made, which Golden hopes to release by June 1. According to present plans, the picture will be distributed on a road-show basis in all key centers of the United States and Canada.

Wisconsin Theatres Going In for Matinees

Milwaukee — Stepped-up production at many industrial plants requiring night shifts is believed responsible for an increasing number of theatres in this state going in for matinee shows. Locally, Fox is now playing matinees at its Zenith, Venetian and Downers theatres, while in the state the circuit is playing continuous shows at its Odeon in Beaver Dam, its Uptown in Racine and its Fox in Stevens Point. The continuous show policy is in effect only Wednesdays, Thursdays, Fridays and Saturdays at the latter houses.

Republic Buys Franchise Rights from Mandel

Chicago—The Republic Pictures franchise rights held by Irving Mandel here covering the Chicago, Milwaukee and Indianapolis distribution offices, have been purchased by Republic. L. W. Marriott, Indianapolis branch manager; Jack Frackman, Milwaukee office manager, and Harry Lorch, Chicago office manager, remain in their respective positions as branch managers.

WB Zone Heads Meet

A meeting of Warner zone heads and home office executives was held this week at the home home office, with Joseph Bernhard, general manager of Warner theatres, presiding.

DIAMOND JUBILEE



Seventy-five weeks of picketing is considered something of a record by officials of the Bull's Head Theatre, Scranton, Pa., so last week they decided to observe the occasion with a Diamond Jubilee, which was duly advertised on the theatre marquee.

PRC to Convene in Chi. Mar. 22-24

Meeting Will Mark Company's 1st Anniversary

Chicago—Annual sales convention of Producers Releasing Corp. will be held here at the Congress Hotel March 22-24, it was announced this week by O. Henry Briggs, president. Marking the first anniversary of the company, the meeting will bring together for the first time every executive, franchise holder and branch manager in general conclave since the organization's inception.

With its 1941-42 product virtually set and ready for announcement when the convention goes into session, the organization, production and sales policy will be readjusted to conform to the greatly expanded operations of P.R.C., which now comprises 28 branches in the United States and six in Canada.

Those planning to attend the convention, in addition to Briggs, are as follows:

Home Office: Leon Fromkess, Joseph O'Sullivan. **Board of Directors:** George Gill, Harry Asher, Abe Fischer, Lee L. Goldberg, Bert Kulick, M. L. Lefton, Jack Adams, Louis Rutstein, Bill Flemion. **Production Supervisors:** George Batcheller, Sigmund Neufeld. **Producers:** John T. Coyle, E. B. Derr, Ted Richmond, Jed Buell.

Franchise Holders and Exchange Managers: Ike Katz, Atlanta; Asher, Boston; Ed E. Heller, Charlotte; Fischer, Chicago; Nat B. Kaplan, Cincinnati; Goldberg, Cleveland; Adams, Dallas; Bernie Newman, Denver; Flemion, Detroit; Sam H. Abrams, Indianapolis; John Muchmore, Kansas City; S. A. Arnold, Little Rock; Rutstein, Los Angeles; Charles Weiner, Minneapolis; F. F. Goodrow, New Orleans; Kulick, New York; E. B. Walker, Oklahoma City; Herb Given, Philadelphia; M. & L. Lefton, Pittsburgh; A. R. Dietz, St. Louis; Dave Nathanson, San Francisco; Ollie Wog, Seattle; Gill, Washington.

Appeals Board Feted

Van Vechten Veeder, George W. Alger and Albert Putnam, members of the national appeals board of the American Arbitration Association's industry arbitration system were guests of honor at a cocktail reception this week.

Circuits May Join Group

Iowa-Nebraska Exhibs Propose Plan at Meeting

Des Moines, Ia.—With goodwill as its keynote, the two-day meeting of the Allied Independent Theatre Owners of Iowa and Nebraska concluded Tuesday. At the closing session, the board of directors was empowered to investigate the feasibility of a new movement to include circuit operators in their group.

Announced by President Leo Wolcott of Eldora, who favored the proposed change to promote harmony among Iowa exhibitors, the plan is believed to include a cooperative setup under which the independents and chains would work together in solving mutual problems. No disclosure of the details was made, however. The operators wish to get the reactions of various factions before going ahead with the movement, Wolcott said.

"Harmony from within is necessary in order to successfully combat adverse legislation," he added.

Appearing as a surprise speaker at Monday's session, Ed Kuykendall, MPTOA president, stressed the necessity of exhibitor cooperation on the decree but lamented "Government interference." He expressed the hope that the decree would work, but urged the industry to settle its disputes before arbitration.

Other speakers at Monday's session were Ralph Branton of Tri-States and H. M. Richey, director of exhibitor relations for MGM.

MARTIN J. MULLIN

(The Man on the Cover)

One of the executive managers of the Mullin and Pinanski Circuit of 90 theatres spread over all of the New England States. He is also chief barker of the newly formed Tent No. 23, Variety Club of Boston.

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1501 Broadway
New York City


The
OUTLAW
The Story of Billy the Kid
Produced and directed by
HOWARD HUGHES
with
THOMAS MITCHELL · WALTER HUSTON
The last time Howard Hughes said he had someone to show you, he gave you two new stars . . . Jean Harlow and Paul Muni. Now he makes the same promise again and — presents
JANE RUSSELL · JACK BUETEL
Story and Screen Play by Jules Furthman
Photography by Gregg Toland, ASC
The kind of entertainment that made this business great!
Released through Twentieth Century-Fox Film Corp.



JANE RUSSELL and JACK BUETEL

For both, overnight stardom . . . once before Howard Hughes made the same prediction and this industry gained two of its greatest stars!

Printed in U.S.A.

(*Continued from Preceding Page*)
arrange the details of the May national convention there and he believes that it will eclipse the Dallas affair. That would be going some.

This is a big week for the club. Monday there was a free dinner tossed for the members in connection with the induction of a large group of new Barkers. On Saturday the club held its "Gold Days Rush of '49" affair to raise money to defray the cost of 16 radio sets installed in the Minneapolis General Hospital's children's wards.

Among the visitors to the club were the lovely Jane Froman, playing the Orpheum, and her husband, Donald M. Ross. Lou Goldberg, general manager of the Major Bowes' units, also dropped in, having stopped in Minneapolis en route back east from the west coast. Still another guest was Gray Gordon, the band leader, appearing with his orchestra at the Alvin. He's a member of the Pittsburgh tent. Jack Irving, the AGVA head, in from Chicago to organize the night clubs, theatres and hotels, also visited the clubrooms.

Tent No. 18—Dayton

Farewell for Charles Bauman; John Heider Dies; Bob Yendes on Vacation; Bill Keyes on Eastern Trip

Judge Charles Baumann, the "old trapper," the first barker of Tent 18 to be "caught in the draft," was given a farewell party Thursday. Following a spaghetti dinner, the judge was presented with a portable radio.

Barkers were saddened this week to learn of the death of John Heider.

Vacationers include H. W. "Bob" Yendes who is in Florida. Ev Bennett is now a man of leisure, his theatre having been purchased by a Columbus woman.

An incubator which Tent 18 ordered several weeks before Christmas finally arrived this week. Delivery was held up because of material shortages due to national defense. It is planned to place the incubator on display for several days before presenting it to St. Elizabeth Hospital.

Chief Barker Bill Keyes, who along with Roy Wells, was in Atlantic City preparing for the forthcoming national convention, took in Washington and New York (on business) before returning.

Guests at the club this week included the cast of the "Screwballs of 1941" and members of Freddy Fisher's Schnickelfritz band.

Tent No. 21—Atlanta

Ballance Works on National Convention Plans; Every Barker May Attend; Four Compartment Cars Ordered

Assistant Chief Barker Harry G. Ballance, who heads up the "On to Atlantic City" committee, has sounded a call for all barkers, both resident and non-resident, to notify him regarding their plans to attend the national convention to be held in Atlantic City on May 15, 16 and 17.

Barker Ballance and his committee are already hard at work on plans for the convention trip and because of the great interest shown among club members in the Dallas trip last year and the good times had by all, it is the hopes of the committee that the entire membership of the club might be able to make this Atlantic City trip.

Methods of raising funds for the trip have been so successful to date that not only will the transportation expenses be paid for every barker going, but the possibilities are at this time that even hotel expenses may be paid. If this is done it will not cost any barker of Tent No. 21 one red penny.

Already four special compartment cars have been reserved for the Atlanta club and in addition the railroad has assigned a special diner and club car to the Atlanta aggregation. Of course as more members signify their intentions of making the trip additional compartment cars will be engaged. Special entertainment features are also being planned so that there will not be one dull moment during the entire round trip via train.

What Barker Ballance wants to know right now is the number planning to attend and non-resident members are especially urged to make this trip at the expense of the club. Send your reservations in now to Barker Harry Ballance.

Tent No.22—Oklahoma City

Buffet Dinner Held for Committees; Many Plans Formulated; McGraw Addresses Community Fund Dinner

The club held a buffet dinner in the clubrooms on Monday, March 10, for the benefit of the personnel of the various committees. The duty of each committee was discussed and plans were formulated for the coming year.

The community fund of Oklahoma City, with the assistance of Chief Barker Louis C. Griffith, was able to secure General Wm. McGraw of Dallas, former Attorney General of Texas, as guest speaker for their annual banquet on Tuesday evening, March 11.

Tent No. 24—Charlotte

New Clubrooms Dedicated; Gala Affair Marks Charter Presentation; Many Executives Attend Dinner

In an impressive ceremony witnessed by local and visiting film executives, Charlotte Tent No. 24 received its charter from National Chief Barker John H. Harris at the dedication dinner in Charlotte.

Representing the national organization in addition to Harris were Bob O'Donnell, First Asst. National Chief Barker, and James Balmer, National Dough Guy, who conducted the induction ceremony.

Also on the dais were Mayor Douglas of Charlotte, Judge Frank L. Sims, Jr., who is also a member of Tent 24, and who acted as toastmaster, Mike Kincey, dough guy for Tent 24 and head of the Wilby-Kincey Theatres in Charlotte; Chief Barker "Heck" Everett; First Assistant Chief Barker Benn Rosenwald; Second Assistant Chief Barker and head of the house committee Johnny Vickers, and Property Master Johnny Bachman.

Among the other guests were "Chick" Lewis, Bob Savini, Astor Pictures; Harry Michaelson, of RKO; Charles Arington of Rocky Mount, president of the Theatre Owners of North and South Carolina; Charles Picquet; Harry Ballance, 20th-Fox, and exchange and theatremen from many other cities. There were close to two hundred at the banquet.

Immediately following the dinner the special guests were taken through the new club rooms on the second floor, after which the entire group inspected the recreational facilities where Tent 24 will carry on the traditions and charities of the Heart of Showbusiness.

The New York and Pittsburgh guests were met at the station and accompanied to the hotel, and then to the country club where they were entertained at lunch by the local officers and civic leaders. During the luncheon National Chief Barker Harris explained the way the various tents conducted their charity activities and conducted their clubrooms for the best benefit of their membership.

Before leaving Charlotte the guests were loud in their praises of the fine manner in which Tent 24 started off with the advantages of a fine meeting place and an enthusiastic membership rarin' to go. A large delegation is expected to attend the national convention in Atlantic City.

NATIONAL VARIETY CONVENTION NOTES

The committee on arrangements for the National Convention, announced a tentative program for the three days of the Convention as follows:

Thursday, May 15th, at 10 A.M. Arrival and registration of all delegates and guests at the Traymore Hotel.

Thursday Morning. Meeting of National officers and canvassmen to be followed by a luncheon.

Thursday Afternoon. Fishing and Boating party for the delegates and guests.

Thursday Night. Monster boxing and wrestling exhibition.

Friday from 10 A.M. and all day. Variety Clubs of America business session; report of charitable activities for the past year; announcement of commitments for the ensuing year; report of National officers and Committeemen.

Friday at 6:30 P.M. Lobster dinner at Hackney's.

Friday Night at 10 P.M. Night Club Party for all delegates and guests combining a tremendous show of outstanding names of screen, stage and radio, together with name bands at the largest night club spot in Atlantic City, which will be taken over entirely by the Convention delegates. This is the event in which the committee will attempt to surpass the success of the famous Dallas Athletic Club affair of last year.

Saturday Morning. National Variety Golf Tournament for trophies and prizes with competing players from every Variety Tent throughout the country, and at which exhibition golf will be played by outstanding professional and amateur golfers who are expected to attend as guests of National Variety.

Saturday Afternoon. Boardwalk parade and pageant which is expected to last from two and a half to three hours and which will include floats of every kind, including quite a few which will be entered by the various Tents.

Saturday Night. Farewell banquet. Due to limited seating capacity attendance at the banquet will be restricted to one thousand persons with preference being given to members of Variety and special honored guests.

John H. Harris, National Chief Barker, announced additional committees to augment those previously made at the Atlantic City Committee meeting as follows:

Trailer and Shorts Committee, George F. Dembow, National Screen Service, New York, Chairman. Banquet Committee, Earle F. Sweigert, Philadelphia, Chairman. Printing Supplies Committee, Harry Kalmine, Pittsburgh, Chairman. Pier and Theatre Courtesies, Frank Gravatt, Atlantic City, Chairman.

Harris also announced that the Golf Tournament Committee would be further augmented with representatives from the various other tents throughout the country with a view of creating as keen a competition in this tournament as possible. Each of the tents has already pledged themselves to donate a useful prize or gift of a value not less than $25.00, which brings up the total number of trophies and prizes to the point where these valuable prizes and trophies will be well worth fighting for.

The complete National Publicity Committee includes: "Chick" Lewis, SHOWMEN'S TRADE REVIEW, Chairman; Red Kann, *Boxoffice*, Co-Chairman; Jim Cunningham, *Motion Picture Herald;* Abel Green, *Variety;* Chester Bahn, *Film Daily;* Sam Shain, *Motion Picture Daily;* Eli Sugarman, *Billboard;* Ray Lewis, *Canadian Moving Picture Digest;* Herb Miller, *The Exhibitor;* Arthur Ungar, *Daily Variety;* William Wilkerson, *Hollywood Reporter;* Mo Wax, *Film Bulletin;* Lionel Toll, *The Independent;* Welford Beaton, *Hollywood Spectator;* Pete Harrison, *Harrison's Reports;* and Jim, Finn, *International Projectionist.*

The Talk of the Tents Up and Down the Land

Variety Club Notes

JOHN H. HARRIS, NATIONAL CHIEF BARKER

Weekly Get-Together of Filmdom's Good Fellows

Tent No. 1—Pittsburgh

$2,000 Realized on "Fantasia" Premiere for Greek Relief; RKO Execs Visit; Bastheim Breaks Arm

Tent No. 1 sponsored the opening of "Fantasia" at the Fulton Theatre on March 5, the net proceeds of which were turned over to the Greek Relief Fund which will realize approximately $2000 from this show.

Barkers Weiblinger, Fiske and Kellenberg have returned from their southern vacations. Mr. and Mrs. John Maloney are off to Florida for a vacation and Mrs. John H. Harris left Monday to visit her folks in California.

The Board of Directors will have charge of Family Night this week. Joe Ferris is now Head Steward of the club.

Barker Gus Bastheim is in the Allegheny General Hospital with a broken arm.

RKO executives Harry Michaelson, Leo Devaney and Nat Levy were among the visitors at the club this week.

The MGM Pep Club utilized the facilities of the club rooms on Wednesday, March 12, for a party for one of the members.

Tent No. 2—Columbus

Dinner for Officials is Get Acquainted Night; Earle Sortman a Benedict; Several Visitors to Clubrooms

The dinner for state, county and city officials also was "Get Acquainted Night," with one barker assigned as host to each guest.

The St. Patrick's Day dance is in charge of J. Real Neth, Bill Ortman and Jack Needham, assisted by Lieutenant Bill Murphy.

Congratulations are due Earle "Circus" Sortman, who was recently married to Miss Mary Blackburn. The bride and groom are at home at 433 East Town Street.

The Statler twins, Jean and Jane, dancers; Mr. and Mrs. Tommy Ryan, and others of Sammy Kaye's stage show at Loew's Broad, were visitors to the clubrooms.

March birthdays: Frank W. Spencer and N. J. Mulligan, 2; Walter A. Pfeifer, 6; Jacob F. Luft, 8; Dr. Samuel C. Swerdlow, 11; Roy Reichelderfer, 22; Andrew M. Brown, 27; Martin G. Smith, 30; Rinehart Wilke and G. Alfred Schwartz, 31.

Doc Swerdlow is on a cruise to the West Indies.

Tent No. 3—Cincinnati

Indoor Picnic Draws 600; Harry Hartman Holding Out; Galanti and Moritz Discuss Product and Baseball

The indoor picnic held at the tent on Monday, March 3, proved to be a bigger draw than even the most optimistic had dared to anticipate. Over 600 attended the affair which was a jolly party from beginning to end, with all the credit for its success going to Allen Moritz its sponsor and chairman.

Harry Hartman, the rotund barker of this tent, and the oldest baseball announcer in point of service, doing his broadcasting for Wheaties and Gulf over WCPO, is the first announcer holdout in history. Just what Hartman is holding out for is not generally known, but that he is holding out is the topic of the city's conversation. And now that Harry is in Tampa with the Reds, taking off a few pounds while chasing the ball, no one is apt to find out what it is all about till he gets back, and by that time we hope it's all settled, and Harry's booming voice will again be heard giving us the game.

Sam Galanty, Columbia exec, and Allen Moritz, were in close conversation at the club, no doubt talking about the future of their product and the opening game of the season which is now the big thing in this little village on the banks of the Ohio, the village of the World's Champs.

Seen around the clubrooms this past week were Wm. Scholl, the new RKO exchange exploiteer in these parts; Harry Michaelson, RKO Short Subjects sales manager; Bob Mochrie, assistant sales manager for RKO, and Leo Devaney, Cincinnati RKO division manager. All of them were in the capable hands of the local RKO exchange chief, Stanley Jaques.

The big party of the week will be held on Saturday, March 15, at which time the wearers of the green will be predominant. It was the St. Patrick's Day party with Pete Niland the leader of the clan.

Tent No. 5—Detroit

Tent is Host to Circus People; New Policy for Frolics; Many Showmen "Catching Show" in Local Courts

Detroit tent was host to a distinguished crowd of circus performers—many from the Big Top of the circus world—last Saturday with Bill Carlson, versatile past Chief Barker, as the ringmaster for the occasion.

Saturday Frolics are being enlivened with a new policy of devoting each evening to one particular organization in the industry—a Detroit custom of old standing, but one that was dropped a year ago or so back to allow more variety in the program. The change was evidently a good idea, because barkers have missed these special nights, and are coming out to enjoy their revival in greater numbers than ever. Most successful of all up to now was the recent RKO night, which set a mark for the local barkers and other exchanges to hit.

Exchange nights, logically, are the first on the list, and four additional have been set: 20th-Fox is next on the list, and Branch Manager Lester Sturm and his cohorts were "drumming up trade" and cooking up some special surprises for this occasion. Rivalry between the various exchanges to have the biggest crowd of the season is keen, and King (For a Night) Sturm is betting on the Fox Friends to win.

Plenty of the barkers are spending their days in court currently, in person or by proxy, with several additional suits on involving various theatre matters. The town's cause celebre, the Midwest vs. Co-Operative Theatres suit, resumed Tuesday after nearly two months' delay, and drew the spotlight, with other cases in other courts to take care of the overflow.

Tent No. 10—Indianapolis

Plan Tag Day for Greek War Relief; "Hawaiian Night" Is Latest Fete; Exhibs Meet at Club House

A city-wide tag day for the Greek War Relief will be sponsored by the Variety Club, here, March 22. Some 750 women workers will canvass the town, Dick Frank, chairman, has announced. Latest in the series of Saturday night parties, "Hawaiian Night," was held March 15, under the direction of Carl Niesse, Claude McKean, Milt Ettinger, Ralph Iula and Marc Wolf.

The State Exhibitors Association is now holding its meetings at the club house. The Andrews Sisters were guests at a recent meeting. Checkup of the attendees indicates that a goodly number of showmen not personally concerned in some of these cases, turn out to "catch the show"—anyway it's a new kind of entertainment for showmen.

Tent No. 11—Washington

Many Plan to Attend National Convention; Plans Set for Rudy Berger Testimonial Dinner April 7

The local tent is drumming plenty of interest for the forthcoming national convention in Atlantic City. A large committee has been appointed by Chief Barker Hardie Meakin to make personal contact with each individual barker and get him to pledge the $20 to cover the expenses of the gala affair. National Chief Barker John Harris, "Chick" Lewis and Jimmie Balmer were in conferring with Barker Meakin and his cohorts re the convention. The visitors were en route to the Charlotte, N. C., tent, which deserves our congrats at this writing.

Hurry now and make your reservations for the Rudy Berger Testimonial Dinner to be held Monday, April 7, at the Willard Hotel. Write to Sam Wheeler, branch manager of the Twentieth Century-Fox Exchange, 932 New Jersey Avenue Northwest, Washington, D. C., for reservations. You will see all of your friends from near and far at this one. The genial Mr. Berger, recently elevated to a district manager for MGM in this territory, has had a grand career in his 30 years in the industry. With Mrs. Berger, he is now spending a vacation in Florida. Board member Abe Lichtman is also down the southern way.

The local tent is playing an important part in the local Greek War Relief campaign which will be highlighted by a midnight show at Loew's Capitol on March 29. The combined stage shows of Warner Bros. Earle and of the Capitol will perform for the audience. Heading this important campaign are Barkers Ed Fontaine and John Payette, while Chief Barker Meakin is handling the publicity and advertising.

Tent No. 12—Minneapolis

Harry Dryer Back from Florida; Party for Alvin Company Huge Success; Dinner Honors Several New Barkers

Barker Harry Dryer returned from Florida with a swell tan and reports that he had the time of his life visiting former Chief Barker W. A. Steffes, in Miami for his health. Mrs. Dryer accompanied her husband and on the way back they stopped over in New Orleans. Mrs. Steffes returned with the Dryers. Dryer says Steffes has improved greatly in health and is in fine spirits. Al will return to Minneapolis in May. Another veteran Minneapolis showman, Theodore Hays, who has been spending the winter in Florida, also is doing nicely, according to Dryer.

The party for Ann Corio and members of the Alvin company and the International Casino Revue cast from the Orpheum was a huge success, and the barkers are pinning more orchids on Lowell Kaplan and Charlie Rubenstein, co-chairmen of the entertainment committee. It drew a crowd of record proportions and everybody had a grand time. Prior to the party, members attended the Alvin in a body, headed by Chief Barker Ben Blotcky, as a token of friendship for Barker Harry Hirsch and Harry Katz who operate the house. Blotcky returned from the Atlantic City meeting to

(*Continued on Next Page*)

Clearance and Demand For "Some Run" Chief Complaints

Interpreted as Maneuver for Better Position Next Year; Exhibs Hold Fire Waiting Disposition of Present Cases

The preponderance of clearance grievances in cases so far submitted for arbitration under the consent decree is being interpreted by many observers as maneuvering for position for better run situations next year. Going further in expression of the opinion that this motive actuates many of the complaints filed, these observers predict a gradual decline in arbitration cases from now until the beginning of the 1941-42 season of arbitration cases.

The demands for "some run" in cases thus far filed, also may be interpreted as an indicator that in many situations expectations are for a better deal next season on product. This, it is pointed out, is evidenced by the fact that many complaints were filed after 1940-41 deals had been consummated and it was too late to do anything about the matter anyway for this season. It is anticipated, also, that the new selling season will create problems that will necessarily be subjected to arbitration.

Meanwhile, exhibitors everywhere are pursuing a policy of watchful waiting and are holding their fire until they observe what happens in the pending cases. The various anti-trust suits and anti-blocks-of-five bills pending in the Minnesota and Georgia legislatures, it was pointed out, would probably have little if any effect on the consent decree itself. The decree is expected to remain effective for the stipulated period, notwithstanding.

Of the five formal complaints filed throughout the country, this week, three were concerned with clearance matters and two with demand for product. The cases follow:

In his second arbitration complaint —this time against MGM—Charles K. Woolner, owner of the Modern drive-in theatre near New Orleans, charges that the company refuses to sell him product. His first charges were filed against Paramount on the same grounds.

In Buffalo, A. A. Carlson, operator of the Carlson Theatre, Mayville, N. Y., sought to eliminate the protection now granted to the Jamestown Theatre and to obtain day-and-date availability.

Claiming that he was unable to obtain any run, David Ratner, owner of the White Bear Theatre, White Bear Lake, Minn., has filed the first arbitration complaint in Minneapolis against M-G-M, Warners, RKO and 20th Century-Fox. Ratner charged that a competitive house, the State, obtained all product.

Just made public is a clearance complaint filed last month by John H. Taylor, owner, Charles Theatre, La Plata, Md., against Paramount, RKO, Columbia, Loew's Inc., 20th Century-Fox. Named also was Sidney Lust, owner, Marlboro Theatre, a competitive house.

The Central Theatre at Pearl River, N. Y., naming five distributors, seeks to reduce the Rockland Theatre's clearance to seven days. The latter house is in Nyack, N. Y.

Naming five signers of the consent decree and four non-signers as defendants, Louis Sosna, owner-manager of the Sosna Theatre, Mexico, Mo., claims that they refused to sell him first-run product after leading him to believe that they would service his house on that basis. It is believed that Sosna will be asked to correct and re-file the complaint because companies not signatory to the decree were named therein.

Opposition houses have 30 to 50 days clearance over his Grand Theatre, New London, Wisc., Lee Macklin, charged in a complaint filed against Loew's, Inc., Paramount, 20th Century-Fox, RKO and Warner Bros.

The list of arbitrators for Albany Tribunal was announced this week. They are as follows: John Braun, attorney; John D. Cantwell, CPA, vice-president Delaware Telephone Company; Thomas Fitzgerald, investment broker; Louis Grosh, manager J. S. Bache & Co.; Morton J. Hall, Mass. Mutual Life Insurance Company; Addison Keim, exec. vice-president First Trust Co. of Albany; Eugene Orvis, industrialist; David M. Schneider, Dir. Bureau of Research & Statistics, Dept. of Social Welfare; Alfred J. Sporborg, Steofel Brothers, Inc.; Charles J. Tobin, lawyer.



Arkansas Tax Bill Would Affect Theatres

Little Rock, Ark.—A bill passed in the Arkansas House replacing the present retail sales tax and placing a two per cent tax on the gross receipts of merchants will affect theatres if it is approved by the Senate and becomes a law effective July 1. Although the original bill stipulated that the merchant could either collect the tax or absorb it, the state would still collect two per cent of the gross receipts.

UA TRADE SHOWS "TOPPER RETURNS"



Nearly 1,000 exhibitors attended the New York trade screening of UA's Hal Roach production, "Topper Returns," on Tuesday at the Astor Theatre. In the top picture, left to right, are Edward Peskay, eastern representative for Roach and Jack Shea of the Fe'ber & Shea Circuit; Sam Goodman of the Century Circuit; and Jack Hattem, buyer and booker for the Interboro Circuit.



Here is the contingent from the Randforce Circuit, left to right, Harold Rinzler, George Longbart, Sid Dreyer, Irving Kaplan and Jack Langbaum.

Release 'Kane' Or BeSuedSaysWelles

Producer Gives RKO Until March 30 or Face Action

Unless RKO releases "Citizen Kane" by March 30, Orson Welles, producer of the picture, will take legal action, he announced this week. The suit would be for specific performance of the contract and anticipatory breach. "I believe that the public is entitled to see 'Citizen Kane'," he said in a formal statement. "For me to stand by while this picture was being suppressed would constitute a breach of faith with the public on my part as a producer. I have at this moment sufficient financial backing to buy 'Citizen Kane' from RKO and to release it myself."

Three different authors were cited by the youthful producer-director-writer-star. He revealed that one major company had offered to buy and release the picture; a syndicate of bankers had offered to take over and release it; and another group had made a proposition whereby Welles would re-produce it foot by foot.

N. Y. MPTO Will Hold June Convention

The MPTO of New York State will hold a state-wide convention sometime in June. It is expected that this will be one of the largest and most representative gatherings of the New York exhibitors ever held.

Canadian Exhibitor Dies

Ottawa—One of Canada's pioneer motion picture men, B. F. Stapleton, 67, died here this week.

Goldwyn To Start Three Pictures

Settlement of His Pact With UA Is Announced

Following formal announcement by United Artists that Samuel Goldwyn has been relieved of an obligation to distribute future productions through United Artists and that his stock in the company had been purchased by it, the producer said that he would immediately go to work on three pictures. No distribution deal has been made for them but one is expected before any of the three are finished.

The first picture, "The Little Foxes," in which Bette Davis will be starred, goes before the cameras in about three weeks. Immediately after that a Gary Cooper picture will be put into work and another starring Bob Hope will be started as well. Titles of the latter two have not been announced.

Brown Heads Club

Montgomery, Ala.—Cecil Brown has been elected president of the Paramount Club; Donald Lon vice-president; Bob McDonald, secretary-treasurer.

FIRST DEFENSE REEL IS NOW AVAILABLE

Exhibitors who have signed pledges to cooperate in the nation's defense efforts may now book "Power for Defense," first reel approved officially by the Motion Picture Committee Cooperating for National Defense. The reel is now in the exchanges. Although the committee has received pledges from nearly 8,000 theatres, the drive continues to sign up every theatre in the United States.

SPRING—Officially!

START IT—Box-Officially!

It's the release date for a comedy-honey... that will rib-rouse the whole country... set ten million wives laughing and thinking about the gal whose husband "doubled" up on her!



LOST HIMSELF

with

HENRY STEPHENSON • S. Z. SAKALL • NILS ASTHER
SARAH PADDEN • DOROTHY TREE

Screenplay by Eddie Moran
Based on the novel by H. DeVere Stacpoole

Directed by
EDWARD LUDWIG

Produced by
LAWRENCE W. FOX, Jr.

Associate Producer, Ben Hersh

A UNIVERSAL PICTURE • NATIONAL RELEASE MARCH 2

MARCH 21ST STARTS
UNIVERSAL HELPS YOU



Important Dates

March 16: Boston Cinema Club dinner dance, Cocoanut Grove.
March 17: Gambol of the Stars, Cocoanut Grove, Ambassador Hotel, Los Angeles.
March 21: George Beattie testimonial, Hotel Jermyn, Scranton.
March 22: PRC convention, Stevens Hotel, Chicago.
March 27-29: Paramount Theatre Partners meeting, Hot Springs, Va.
March 28-29: Midwest Forum on Visual Teaching Aids, Congress Hotel, Chicago.
April 1: Republic regional sales meeting, Toronto.
April 4: AMPA 25th anniversary dinner-dance, Hotel Edison.
April 5-7: Texas Variety Club golf tournament, Dallas.
April 24: Annual AMPA meeting.
May 5-8: SMPE spring convention, Sagamore Hotel, Rochester.
May 12-14: National Film Carriers annual convention, Park Central Hotel.
May 15-17: National Variety convention, Traymore Hotel, Atlantic City.
June 18: Philadelphia Variety Club—The Exhibitor golf tournament, Philmont Country Club.

6,000 Theatres To Aid in Greek Drive

Exhibitors Being Serviced With Selling Accessories

Over 6,000 theatres throughout the country will participate in the Greek War Relief Drive, March 25-30, according to Adolph Zukor, chairman of the amusement industry division. In addition, approximately 500 theatres will hold midnight stage shows supplementing the regular feature.

Zukor is enthusiastic over the progress being made for the Greek Festival for Freedom to be held at Radio City Music Hall on March 28 under the direction of J. R. Vogel of Loew's and W. G. Van Schmus. Tickets, priced from $1 to $10, are going rapidly, it was said.

Exhibitors are being serviced with press books and accessories to aid them in putting over the Drive. Melvyn Douglas is being featured in a special trailer which will be distributed gratis by National Screen Service. A one-reel subject, "Greece Fights Back," produced by The March of Time, will be distributed immediately by Paramount, and will be available to theatres on a rental basis, proceeds of which will go to the Greek War Relief Association.

Del. Senate, House Repeal Blue Law

Dover, Del.—A Sunday blue law repeal bill which is expected to be signed by the Governor, was passed by both the Senate and the House of Representatives last week. Although the 200-year Sunday blue law is repealed outright by the measure, the holding of public auctions, public dances, public theatrical entertainments and the public performance of motion pictures are prohibited unless the city councils or legislative bodies of incorporated towns permit the activities during the hours they are forbidden by the state statute or add further restrictions.

ASCAP Decree No Help to Theatres, Says Allied

Myers Sees Threat of BMI Added to ASCAP Tax; Cites Dangers of Refusing to Pay; Analyzes Situation

Abram F. Myers, Allied Board Chairman and General Counsel, analyzes the ASCAP-BMI situation insofar as it affects exhibitors in a bulletin issued this week. The report covers all phases of the current controversies and, confining itself solely to matters which affect theatremen, is the most comprehensive discussion thus far given to this subject.

At the outset, Myers explains that the ASCAP-BMI consent decree only slightly affects exhibitors, but holds the potential of a tax by BMI similar to that now exacted by ASCAP from theatres. In the bulletin's own words these are the interpretations of the two paragraphs of the decree which may have repercussions in ASCAP's relations with theatres:

"Sec. 2 (2) is a loosely drawn anti-discrimination clause. It is so loosely drawn that it is hard to see how it could be enforced by a pro-

(*Continued on Page 22*)

Reade, Sr. Honored By RKO Executives

Walter Reade, Sr., prominent exhibitor and RKO theatre partner, was guest of honor at a luncheon held at the Rockefeller Center Luncheon Club Wednesday on the occasion of completion of alterations on the RKO Trent Theatre in Trenton, N. J., and the ground-breaking ceremonies which took place Thursday for a new RKO theatre to be erected on Brunswick Ave. in Trenton. Reade was presented with a watch.

Universal Using Trailer to Sell Serial to Exhibitors

Believing in the value of trailers to sell films to exhibitors as well as to the public, B. B. Kreisler, Universal's short subject sales manager, has prepared a special trailer on the company's new serial, "Riders of Death Valley." Prints have been supplied salesmen, who are instructed to show them to every exhibitor.

Theatre Game Players Must Report Winnings

Albany—Because winners of Bank Night, Bingo and other lottery games are known to New York state's income tax director, Cortland A. Wilber, and the bureau expects them to report their winnings as accrued income in filing tax returns here next month.

Asks Suit Dismissal

Detroit—Counsel for Co-operative, in the Midwest vs. Michigan Co-operative Theatres suit, made a motion this week to dismiss the suit, following completing of evidence for the plaintiff.

Charlotte Variety Club Gets Its Charter

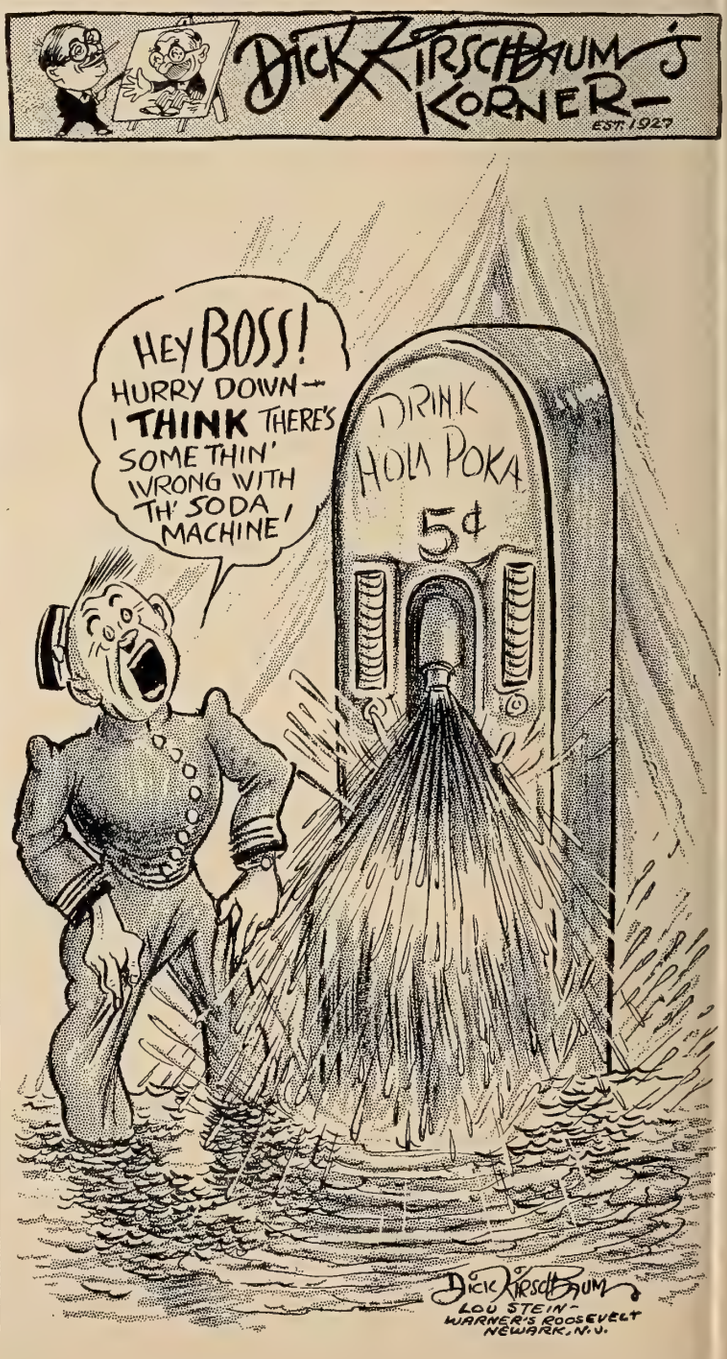
Charlotte Tent No. 24 received its charter from National Chief Barker John H. Harris at a dedication dinner on Monday night. Many industry executives attended the affair. For complete details see the Variety Club notes on pages 9 and 10.

REPUBLIC DELIVERS

Republic announced this week that it will deliver its entire announced 1940-41 program before August 10. Every production detail has been completed to insure the finish of every announced picture before that date. The company has spent about $1,000,000 on the studio in the past year and has sufficient extra space to be able to start some of the 1941-42 pictures now, as well as to complete the current program.

N. Y. Churches Oppose Lotteries Legalization

Albany—Stating its opposition to any form of lottery, gambling device or system, the New York State Council of Churches, which now includes the Sunday School Association, has gone on record against the Phelps-Fogarty bill authorizing the legislature to enact laws for the conduct of lotteries and sale of lottery tickets.



Selling the Picture

NINE O'CLOCK TRAILER

Popularity of the "nine o'clock main feature time" plan and the subsequent orders for special trailers from exhibitors have prompted National Screen Service to prepare a Schedule Trailer, with musical accompaniment, in which the advantages of the policy are pointed out to patrons. Availability of the trailer at a low cost saves the exhibitor the trouble of having to make up his own copy, and pay, in most instances, a higher price.

Lambert Sells 'Thief' In Impressive Manner

"The Thief of Bagdad" was given a tremendous campaign for its recent engagement at the Rialto Theatre, Racine, Wisconsin, by Manager Stan Lambert.

Three days in advance of the opening, a photo of Lambert and Sabu, together with a story—38 inches of free space—broke in the local newspaper. There was also an ad showing Sabu in the toy department of the Racine Dry Goods Co. The cost of the ad was borne by the store.

Two hundred special window cards were placed in windows all over town. On billboards were posted ten 24-sheets, promoted gratis from the film company. Six-sheet cut-out and still displays were promoted in five store windows.

Lambert also promoted $50 worth of newspaper ads from UA, and used a special art front with cut-out heads and stills. At no cost a radio transcription was used ten days in advance. On the manager's own program, he personally guaranteed the film.

Through the Racine Better Films League, the picture was backed in bulletins at schools, Y.M.C.A., Y.W.C.A., Post Office, City Hall, hotels, etc. In addition, the League conducted a "telephone" campaign.

Perhaps the scoop of the campaign was the fact that one of the women recited the story of "The Thief of Bagdad" over the air. Every school was instructed by the Superintendent to assemble the children in the various auditoriums so they might hear it. In this way, every child of school age heard the story and the speaker's admonition to be sure and see the picture at the Rialto.

Gypsy Street Ballyhoo Part of Kirsch's Campaign on "Handsome"

During the run of "Tall, Dark and Handsome" at the Midwest Theatre, Oklahoma City, Manager Julius Kirsch decorated the entire front and box office in yellow. In evidence was a profusion of large photographs featuring scenes from the picture and close-ups of the principal players.

Supplementing the special front was extensive newspaper advertising, as well as considerable billboard posting.

Kirsch also had several good-looking girls attired as gypsies distribute to the women and girls they met small envelopes, on the outside of which was this message: "A Prediction . . . for Women Only!" Inside was a piece of paper containing the words: "Girls . . . a Tall, Dark and Handsome Man is Coming Into Your Life . . . and is He a Smoothie! . . . What Technique! . . . What Finesse! . . . What a Man! . . . See Him at the Midwest Theatre."

Real Life Incident Paralleling Film Plot Highlights Campaign

Something different and effective in the way of exploitation was arranged by Dick Walsh of the Lafayette Theatre, Buffalo, in connection with the recent opening of "Adam Had Four Sons." The result was an excellent week's business for the house.

The high spot of the campaign was the visit to Buffalo of 29-year-old Robert C. Sherwood, producer of the film to catch the reaction of audiences to his first attempt at picture producing. Sherwood spent a busy day, being interviewed in the morning by both the *Buffalo Evening News* and the *Buffalo Courier-Express*, and attending a luncheon as guest of honor of the Greater Buffalo Advertising Club. In turn, the youthful producer gave a luncheon the following day to Mr. and Mrs. Herbert Goldsmith, of Hamburg, N. Y., who recently sent four sons into the U. S. Army. They were guests of Sherwood and George MacKenna, manager of the Lafayette Theatre, because in "Adam Had Four Sons" the four boys go into the army too, and both producer and theatre manager were intrigued by the coincidence. Sherwood's visit and the events received appreciable newspaper space. (*See cut, col.* 3.)

All book shops and lending libraries carried special window displays of Charles Bonner's best-seller, "Legacy," on which the picture is based. Thirty-six City Service cabs were furnished with 15 in. x 22 in. cards in special frames which were carried on the rear of the cabs. Eight *Saturday Evening Post* trucks were bannered on both sides with picture and playdate copy. Walsh arranged for a special distribution of 125,000 copies of *Shopping News*, carrying a large theatre ad. These went into, and remained, in the homes. Sixty 22x28 cards in special frames were planted in all leading hotels in town. Satler's Department Store carried the picture title in its newspaper advertising of men and boys' wear during the film's run.

The *Sunday Courier* came to bat for "Adam" with special art in its roto section. Readers and ads were inserted in all out-of-town papers. The local Western Union Agency used a large blow-up of a still showing the boys in uniform with a tie-in catchline. And, to top it off, twenty 24-sheets were planted in the most advantageous spots in town.



Left to right: Capt. Winston V. Morrow, in charge of recruiting in the Buffalo area; Robert C. Sherwood, youthful producer of Columbia's "Adam Had Four Sons"; Herbert Goldsmith of Hamburg, N. Y., whose four sons recently enlisted in the U. S. Army, and Sergeant William J. Stewart.

For Better Show Selling *Showmanalyses* Have Appeared In STR on Following Pictures

Adam Had Four Sons	Feb. 15
Arise My Love	Nov. 9
Back Street	Feb. 8
Bank Dick	Nov. 30
Escape	Nov. 2
Girl, A Guy and A Gob	Mar. 8
Go West	Dec. 7
Her First Romance	Jan. 11
Kitty Foyle	Dec. 21
Land of Liberty	Jan. 18
Letter, The	Nov. 23
Mad Doctor	Feb. 22
Melody Ranch	Nov. 16
Mr. and Mrs. Smith	Feb. 1
Penalty, The	This Issue
Philadelphia Story	Jan. 25
Son of Monte Cristo	Dec. 28
Thief of Bagdad	Dec. 14
This Thing Called Love	Jan. 4
Tobacco Road	Mar. 1
You'll Find Out	Nov. 23

Special Angles Feature Grove's Campaign on 'Spring Parade'

A unique exploitation stunt was put over by Manager John Maloney of the Grove Theatre, Chicago, in connection with the showing of "Spring Parade." Through a tieup with a neighborhood merchant, he promoted a Wilcox Gay Recordio phonograph, which was placed in the lobby. Asked to have their voices recorded, patrons were given the opportunity to accompany Deanna Durbin in a duet by singing along with a record being played on another phonograph. When the record was "played back," there was the duet.

It was really cold in Chicago at the time "Spring Parade" played at the Grove. So the manager put out a number of silk-screen-processed window cards with this copy: "We know it's cold out, but come to the Grove and warm your hearts seeing 'Spring Parade'."

Maloney made a great tieup that resulted in newspaper and high school paper publicity. (Incidentally, you can probably use this one on the new Deanna Durbin film, "Nice Girl?"). He tied up with a store selling the star's classic recordings. The merchant donated sets of the records to the local high schools for their Music Appreciation classes. A display was placed in the store window.

A small ad was planted in the *Hirsch Herald* in which the head of the schools music department recommended "Spring Parade" to students, especially to those studying music.

Staff Huddles on Advertising

Ernest Emmerling, assistant to Oscar A. Doob in the Loew Advertising Department, devotes a portion of the weekly staff meetings to discussion of ad layouts. Each publicity man submits layout on a forthcoming picture. Each ad is then the subject of a general discussion. At the last meeting, Al Senft, Loew poster display man, gave a lecture on copy, layout and lettering.

Program Exchange

Greber's Newsy Program Deserves Special Study; Prickett Has Anniversary

NOTHING pleases us more than to have a pile of programs delivered to our desk every week. We wish that pile was so high it would be impossible for us to look over it without standing up, but such is not yet the case. Perhaps if we continue to appeal to every member to mail us his program weekly, eventually that time will come. We never give up hope. We continue to have faith in those members who follow the Exchange regularly, who use many of the ideas contained in it, and yet who never put us on their mailing list.

We are pleased to welcome a new member—Ben B. Greber, of the Avenue Theatre, Philadelphia, Pa. In the letter accompanying his application, Greber writes: "Although I never paid a great deal of attention to your Program Exchange, I am now convinced it is a good thing, and I am happy to enroll." Well, Bill, we are happy to welcome you, and we hope lots and lots of other exhibitors begin to feel the same way, for although the department is growing, we'd like to see it grow even more.

Greber's program, samples of which he sends us, "is finding favor with our many patrons." A careful study of its contents reveals the reason why. Here is a miniature newspaper containing "stories" and art about the Avenue's current attractions, as well as a "Hollywood" column whose material Greber digs "up from the various press sheets."

We have reproduced a typical page in the next column. Study it carefully. Don't you think that this "newsy" approach adds greater reader interest to a program? Don't you think that you could transform your own program into a little movie newspaper with all the latest dope about your attractions, a column of Hollywood gossip, perhaps a joke or two and any other features patrons might enjoy? Frankly, we think you could. And, in making this assertion, we have in mind those members who depend mostly on ad mats to fill the four pages of their programs. Greber's is only 6x9 when folded—just the size of the average program. Yet he makes it more appealing to his patrons by treating the showing of each picture as though it were news of a special nature. People read news of world and local events, he reasons, so why shouldn't they read news of entertainment events at his theatre? Note, in the cut reproduced on this page, the special treatment accorded "Night Train" and "The Bank Dick." Greber, we believe you've got something there, and we'll be watching for your program every week from now on.

In sending us the March number of his program, Manager Ken Prickett also includes the February issue. The manager of the El Rancho Theatre at Victoria, Texas, tells us he sent the February issue last month but thought we might have missed it. Well, evidently we did. It must have been misplaced, and we apologize to Ken, for in that issue he celebrated the first birthday of the El Rancho. Here is the birthday greeting to his patrons, which appeared on the front page:

"It is with extreme pleasure that we, the staff at El Rancho, greet you on this, our First Birthday. During the past year we have served over one-quarter of a million patrons, we hope pleasantly.

"More than ever, now that radio is so restricted in its musical efforts, movies are your best entertainment.

"Our efforts this next year will be toward even greater service and entertainment value."

Among the features of Birthday Week were free roses to the ladies, a free bed-room suite and a free car to lucky patrons. This month (March), Ken is staging a style show with "living, walking, beautiful models" in a tieup with a local department store, and he is announcing the event to his patrons through his program.

For the showing of "Land of Liberty" at the Benton Theatre, Benton, Ky., Manager Shelby McCallum replaced his regular program with the special herald provided for that picture.

President Roosevelt's speech to those attending the recent 13th annual awards dinner of the Academy of Motion Picture Arts and Sciences won a top-story break in Cinemag, publication for the Capitol and Majestic Theatres, Paragould, Ark. And to prove that the paper's editors are "on their toes," announcement of the Academy's awards appeared the morning after the event. Hats off to Editor Orris F. Collins and his efficient staff.

In the calendar program for the Wallace and Rose Theatres, Levelland, Texas, the management states that "we don't know the kind of weather March will bring, but we do know it is bringing a great line-up of outstanding pictures to our screen. . . ."

After a long absence, Harold Call has sent us some recent copies of the Theatre News, program for the Missouri, Hall and Varsity Theatres, Columbia, Mo. Talking about miniature newspapers, Call's are splendid examples. Most members have already read our discussions of his program, but for those who have not, we can only say that it is lively and newsy (the program, we mean). Next week we're going to reproduce one of the pages to aid those who are planning to make miniature newspapers of their programs. So be on the lookout for it.

We take back our criticism of Tory Cavallo's Spotlight, for the latest issue is a great improvement over the previous week's, as far as headlines are concerned. In a supplementary herald on "The Quarterback," the Gerard Theatre management concentrates on vitamins by devoting a two-page spread to the manner in which football players keep healthy. Vitamins from A to G, and their part in keeping one "fit as a fiddle," are listed.

Jim Owen of the Owen Theatre, Branson, Mo., offers a pass to anyone who leaves a midnight preview of a horror picture unassisted. We may be wrong, but we'll bet Jim will pass out a lot of passes. Anyway, it's a good publicity gag. For his post scriptum this month, he uses this excellent bit of advice: "A leader never quits . . . a quitter never leads."

Much as we'd like to take that advice, we must quit, for our space is gone.

Members Added This Week

Roger J. Berube, Savoy Theatre, Ft. Kent, Me.
B. W. Coleman, Cameo Theatre, Rochester, N. Y.
Ben Greber, Avenue Theatre, Philadelphia, Pa.



AN AFFILIATED THEATRE — AVENUE — SCREEN NEWS WEEKLY — GERMANTOWN AND LEHIGH

VOL. 1 PROGRAM--WEEK OF FEBRUARY 9th No. 1

'Night Train' Hailed As Great Melodrama

Margaret Lockwood, Rex Harrison Are Starred In Daring Spy Film That Abounds With Thrills and Surprises

(REVIEW)

Brilliantly directed, magnificently acted and keyed to a terrific pitch, "Night Train" steams into the AVENUE Theatre at top speed. When the absorbing film came to its smashing climax, the audience unanimously agreed that the New York critics had done right in acclaiming "Night Train" "one of the ten best films of the year."

This spy melodrama has as its stars Margaret Lockwood and Rex Harrison, and a more superlative job of casting couldn't have been done. As the harried daughter of an inventor wanted by both belligerent countries, Margaret Lockwood surpasses her work in "The Lady Vanishes" while Rex Harrison portrays an intelligence agent with superb nonchalance which won over the entire audience.

"BANK DICK" DESIGNED STRICTLY FOR LOUDER LONGER BELLY LAUGHS

Twenty-five years after his initial motion picture appearance, W. C. Fields is starring in what he considers the greatest picture of his career. The production is Universal's "The Bank Dick."

For years the star, W. C. Fields, has been acclaimed one of the greatest comedians on the American stage or screen. The honor has never been disputed, but if any proof were needed, it is here in his latest picture.

More typically Fields' material than any of the star's more recent productions, Fields appears as a special guard in a bank, a role he has long wanted to play. Fields is starred solo — which means he has the bulk of the comedy business to carry.

Aiding and abetting Fields in "The Bank Dick" is a cast which includes Una Merkel, Richard Purcell and Shemp Howard

BUY A THRIFT BOOK NOW! $1.20 FOR $1.00

Selling in the "News" Manner

Ben Greber's Avenue News Weekly is discussed on this page. Here is the front page of a recent issue put out by the Philadelphia showman. Note how he emphasizes the special selling angles of 20th-Fox's "Night Train" and Universal's "The Bank Dick" by means of "sensational news" headlines.

WE WANT A WINNER!

Boys, we've got to have a winner in STR's Short Subjects Contest. Imagine how heart-broken Ye Ed would be if the final results showed that among the winners not one was a member of the Program Exchange. You boys have just as good a chance to win a cash prize and one of those George Pal Dolls as anyone else. For rules of the contest see STR, March 1, page 25. If you need only an entry coupon, you'll find one in this issue on page 20. We want a winner from the Program Exchange!!

STR Does It Again

THE STAFF OF THEATRE LIFE

Beginning a vital new series dealing with Management — its problems and how to solve them. A series so practical, so expert in revealing ways and means to promote efficiency and affect economy in operation, that it will be applauded as well as religiously read by oldtimers and newcomers.

NEXT WEEK

in

SHOWMEN'S TRADE REVIEW

The PENALTY

An SRR Showmanalysis (REG. U. S. PAT. OFF.)

Giving Clues to Showmanship Ideas and Plans that Will Win Rewards at the Box Office

WE ARE reluctant to begin this discussion of the selling slants on MGM's "The Penalty" by employing a "gag" line, but it becomes necessary if we are to impress the exhibitor with the importance of properly exploiting the picture. The line we have in mind, and which we hope you'll bear in mind when you book the picture, is: "If I muff the opportunity to arouse the public's interest in 'The Penalty' by refraining from giving the picture a smashing advance buildup, I'll 'pay the penalty' at the box office."

And yet, come to think of it, that title *does* inspire "gag" lines—"gag" lines that can be used with considerable selling effect in advance teaser ads, whether for the newspapers or outdoor exploitation. Here's one, for example: "Don't suffer 'The Penalty' of having missed the thrill-packed drama of a boy against the world . . . Plan now to see 'The Penalty,' coming soon to the Blank Theatre." And here's another: "So you forgot the little woman's birthday, eh? Well, you must pay 'The Penalty' by taking her to see 'The Penalty' at the Blank Theatre."

Title Inspires Teaser Lines

If there's a cartoonist in your community, perhaps you can persuade him to turn out a few sketches which, with captions bearing on the title in a humorous manner, could be used as a special teaser series. Rare are the ads nowadays that do not depend on cartoons to get their sales messages across, so you can be sure that yours will get maximum attention.

Basically, the plot of the picture concerns a lad (Gene Reynolds) who is permitted by his gangster father (Arnold) to live on a farm with Lionel Barrymore who plans to reform the "little underworld savage." In other words, the regeneration of a boy is the underlying theme. Thus a question is raised: "Can a wayward boy be reformed with kindliness and a change of environment?" Seek the opinions of various prominent people on this matter, and let them debate the matter over the radio. There are bound to be those who say "No," backing up their negative answer with the old saying, "Once a thief, always a thief." But at any rate it affords you the chance to draw a lot of publicity toward your picture, which after all, is most important.

'Reward' Cards Arouse Interest

As a means of arousing further interest, get up a number of "reward" cards, using a photo of Edward Arnold in a characteristic pose from the picture and offering a "reward for information leading to the hiding place of *Killer Nelson*, notorious gangster, etc." Additional copy could point out that "for clues, be sure to see 'The Penalty,' etc."

If provisions can be made satisfactorily, it might be a good idea to screen the picture for law enforcement officials, including the Mayor, Chief of Police, judges, heads of nearby reform schools and prisons, and others. If nothing else, this procedure influences newspaper publicity, but it may also provide you with endorsements to use in your advertising campaign. Quite possibly your local juvenile or criminal judge may "sentence" first-offenders to see "The Penalty" at your theatre. In case an advance screening is not feasible, then the attendance of these officials at the opening night performance should be encouraged.

One way of emphasizing the picture's thrills would be to set up a bicycle or a rowing machine or some other exercising device in the lobby and have girls alternate in "exercising to keep in shape, so she will be able to withstand the thrills and excitement in 'The Penalty'." A card crediting the merchant loaning the device should be exhibited. Also, there should be a display of stills showing the "thrill" highlights of the picture.

From local police you may be able to obtain enough lethal weapons, taken from gangsters, to form a lobby display. An attendant should be present to explain the various weapons and hand out heralds. A large card near the display could feature this copy: "These weapons belonged to gangsters who have since paid 'The Penalty' for their crimes. For the thrill of your life, see 'The Penalty'."

Screenplay by Harry Ruskin and John C. Higgins. Based on a play by Martin Berkeley. Directed by Harold S. Bucquet. Produced by Jack Chertok.

A "thrill-chart" in the lobby would be an appropriate set-piece to use on this picture. The background is divided into squares, with a graph running up in jagged lines through "thrills," "terror," "excitement," "action," etc. Surrounding the chart are stills.

Small folders, with "Warning! Your turn is coming!" on the front cover, might be distributed. On the inside is this copy: "Your turn is coming to see 'The Penalty'."

To office workers you could distribute similar folders, except that these warn the holder not to "go home tonight" until he has seen "The Penalty." The "don't go home" admonition, of course, is on the outside, while the balance of the copy and picture plug is on the inside.

Treasure hunts have been staged from time to time with good results. Therefore, why not try a "man hunt" on this picture? Tie up with the newspaper, which each day publishes a photograph showing the location where the "fugitive" is "hiding." Members of local "Junior G Men," if this juvenile club is active in your city, gather at the newspaper office on the morning of the "hunt," receiving large tags on which the title of the picture is prominently printed. (Whether there are local "Junior G Men" or not should make little difference, for either adults or children could participate. It simply ties in closer with the picture if this juvenile club can do the "hunting."

At the different locations pictured by the paper small cards are hidden, each one giving a special clue to aid the hunter in picking out the next location. Each card might also entitle the finder to a prize, which can be exchanged at the theatre or at a cooperating store. At the final location should be the "man" for whom the group has been searching. He is, of course, a member of your house staff or someone who has been planted there by you, and he should have some mark about him to make identification certain. To the one who first spots the "fugitive" goes the grand prize. Although the "hunters" start together from the newspaper office, each one can select his own location.

A "man hunt" might be held in this manner: The newspaper publishes a page or double-spread of cooperative ads. Each store announces that it has a section of a photograph of *Killer Nelson* (Arnold) somewhere about the premises. Readers are to visit the establishments, and hunt for these sections. Each one who succeeds in finding one gets a prize, but the person who first finds the last piece to make the picture complete wins a grand prize.

G-Man Newspaper Stories in Lobby

If you can get newspaper tear-sheets showing headlines of G-Men activity in tracking down criminals, you might use them as a background for a front or lobby display. And since details of the inner-methods used by G-Men in crime detection are dealt with in the picture, it might be possible for you to get the F.B.I. "head man" in your territory to appear at your theatre and relate some of his experiences.

Don't say we didn't warn you about employing good old-fashioned showmanship to make your engagement of "The Penalty" a success.



Ads to Attract Seekers of Thrills and Action

For those who seek action, thrills and drama in their screen fare— and nine out of ten do—the ads prepared by MGM for "The Penalty" will have a special appeal. The three layouts shown above are typical of the vari-sized advertisements available. They embrace "sensational" copy and illustrative elements that will lure many a fireside-loving person from his or her easy chair to your theatre.

April Offers Good Chance to Get Back to Real Showmanship

Easter is A Most Important Money Date, So Let All Activities Center Around It

ALTHOUGH Easter is the most outstanding day for showmen in April, there are at least two other occasions which should be considered first. So let's start at the beginning, and when we reach Easter, we won't have skipped anything along the way. Of course, space doesn't permit a discussion of every possible money date during the month, but you'll find valuable hints in this direction if you follow the Money Dates column every week in STR.

First in April is All Fool's Day, which comes on the first of April. (We couldn't be any more specific about the date.) But on the night before (March 31) you can stage a special April Fool's Midnight Show, featuring a feature comedy and amusing short subjects.

Most important of all at this event will be to put on some dizzy and daffy stunts. For instance, the ushers might request patrons to find **them** seats. Or the cashier may choose a customer to whom she refunds the admission and then pays it herself. Or the operators may run a reel tail-end first. You can probably think of some other crazy stunts that will keep your audience in stitches.

Work With the Clergy

Next in importance is Holy Week, which begins on Palm Sunday, April 6 and continues until Easter. Business during these seven days will show a marked decrease unless you do something about it. But whatever you do, dispense with seeking favors or cooperation from priests or clergymen. Work with them—not against them. Recommend through your advertising that people attend church this week. This may not win dollars for your box office, but it will win goodwill for your theatre from non-churchgoing as well as church-attending people.

Here are a few simple facts to remember in connection with Holy Week:

(1)—Don't book a "big" picture and expect it to break records. On the other hand, don't book a "cluck" either. There are enough suitable pictures at nominal rentals which you can safely date. Save those "big" pictures for the post-Lenten season. You'll need them.

(2)—Don't spend a lot of money on exploitation. Your most advantageous activity in this direction would be to tie up with stores displaying Easter finery by means of window displays and cooperative ads.

(3)—Offer special theatre parties to non-religious groups at a special reduction. Remember, these patrons will see the announcement of your Easter attraction.

(4)—Advertise in religious publications. Incidentally, if you can book a religious picture during this period, chances are it would do better business than any other type of film entertainment.

(5)—Concentrate on plugging your Easter attraction.

Sunday, April 13, marks Easter. To exhibitors, it marks a return to good business. It's a time when people who have remained indoors throughout most of the winter step out to parade their new togs. It's a time for you, too, to get out of your winter atmosphere, say goodbye to Old Man Winter and welcome the spring.

They've Money to Spend

At Easter time folks have money to spend, and they might as well spend it at your theatre. Stress the institutional advantages. Advertise your attractions to the limit. Make them realize that your theatre is the place to go. Here are a few ways to do it:

(1)—Tie up with department stores by getting them to use photos of stars in their ads, urging their customers to "dress as smartly as (name of star)." Be sure not to use star endorsements however, for these are not generally permitted.

(2)—Tie up with dry cleaners for an ad on their garment bags and for a plug in their ads in which patrons are urged to "get ready for spring by having their clothes sent to the Blank Dry Cleaners," after which they "can join the Easter Parade to the Blank Theatre, etc."

(3)—In a tieup with the various forms of transportation in your community, get them to carry announcements to the effect that by "riding around town you can see the Easter Parade in comfort, after which you can go to the Blank Theatre and recline in a comfortable seat as you enjoy (attractions)."

(4)—Get a smartly dressed couple to walk around the business district, carrying this sign: "We're heading the Easter Parade to the Blank Theatre. Join us to see (attractions)."

Stage an Easter Egg Hunt

(5)—Getting the cooperation of the newspaper, stage an Easter Egg Hunt. Through a poultry dealer, promote the ovular objects and then color them (you might print the titles of coming attractions on them). Run a trailer announcing the Hunt, and publicize it in your ads, lobby, via posters and in the windows of cooperating merchants, from whom prizes should be promoted. Plug it via sound trucks and through other forms of outdoor ballyhoo.

(6)—Since the telegraph companies have a special rate for Easter Greetings, induce them to send out greetings on behalf of your theatre in exchange for space in the lobby. Patrons could send best Easter wishes to relatives and friends right from the theatre lobby.

(7)—For an effective lobby display, use a large bunny (available from a department store) and surround it with "eggs" bearing the titles of forthcoming pictures. Decorate the lobby and foyer with a profusion of flowers and palms.

(8)—Arrange a special matinee for the kiddies at which time you might give away live Easter bunnies to a lucky few, and candy Easter eggs to all. This matinee should be held on Saturday before Easter. Give it plenty of build-up, and urge mothers to send the children, confident that they'll be safe in your hands.

(9)—A Style Show is always appropriate at this time of year. Try to get members of a prominent local sorority and fraternity to act as models. You'll need the full cooperation of the newspaper, as well as that of the merchants. Settings can be donated by a furniture store, while flowers and palms can come from a florist.

Use Easter Novelties

(10)—Novelty baby chicks and bunnies should be obtained and attached to tags carrying an announcement of your Easter attractions. You'll find these little objects at the five-and-ten-cent store. They usually sell for about a penny apiece, but you can probably get them for less by buying in quantities.

(11)—With most of the kids out of school during Easter week, arrange a party for the newsboys. Similarly, orphans might be treated to a special matinee.

(12)—Advertising that all patrons bringing flowers, potted plants, etc., to your theatre will be admitted at a special discount, arrange to have these flowers distributed to homes for the aged and crippled, hospitals, other shut-ins.

Toy Display in Lobby

(13)—Get up a toy display in your lobby. By the way, the refurbished toy idea, used so successfully at Christmastime, might also be used here. Remember that, next to Christmas. Easter is a great gift holiday for the kiddies. Children bring old toys as their admissions to a special matinee. These toys are repaired and brightened up by the fire department, after which they are distributed to poor children.

(14)—Be careful, in arranging your programs, not to book pictures for adults only. Children will have an opportunity to attend your theatre, so try to book attractions that will please them, too.

As we said before, Easter time is money time for the smart showman. Begin planning activities right now in order that your theatre will be the logical place to go.

A good start on the Spring season is important as you have but a few weeks before the hot weather sets in and business will accordingly slack off.



Appropriate Easter Lobby Display

Although this Easter display was used by the Belmont Theatre, Los Angeles, a few seasons back, it is just as appropriate today as it was at that time. Cutout letters were attached to a velvet curtain. Those bunnies look real, but are they?

USE THIS CHECK LIST

To aid you in outlining your Easter campaign, we've prepared this check list:

- Newspapers
- Merchants
- Civic Groups
- Patriotic Groups
- Charitable Groups
- Flowers
- Greetings
- Front
- Lobby
- Religious organizations
- Style Show
- Street Ballyhoo
- Kiddie Shows

As you plan your campaign, check off the above items. Try to use every one of them.

From the HOTTEST TOWN in America...

LAS VEGAS

comes the HOTTEST BAND in America!

TOMMY DORSEY

AND HIS ORCHESTRA



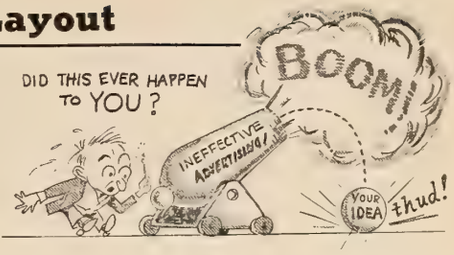
Paramount Pictures


in the HOTTEST PICTURE of the year...
Paramount's "LAS VEGAS NIGHTS"
80
60
50
40
30
20
10
HEAR TOMMY DORSEY and his great Orchestra sing and play these famous Dorsey arrangements: "SONG OF INDIA" • "I'LL NEVER SMILE AGAIN" • "ON MIAMI SHORES" "SHADOW WALTZ" • "THE TROMBONE MAN IS THE BEST MAN IN THE BAND"
Hear these brand new hits: "DOLORES" "MARY, MARY, QUITE CONTRARY" "MOMENTS LIKE THIS" • "I GOTTA RIDE"
TOMMY DORSEY AND HIS ORCHESTRA • BERT WHEELER
Constance Moore • Phil Regan • Betty Brewer • Lillian Cornell • Virginia Dale • Red Donahue and His Mule "Uno
Directed by Ralph Murphy • Original Screen Play by Ernest Pagano and Harry Clork • Additional Dialogue by Eddie Welch • A Paramount Picture

The ADVERTISING CLINIC ★ by Old Doc Layout

HEADLINES—How to Use Them

It's CLINIC Time ... Old Doc Gives You Valuable Prescriptions on How to Start—and Finish—a Good Job of Putting Punch in Newspaper, and Program, Flashes



WHAT the live news headline is to the front page of a newspaper, the selling line, which sums up what the theatre is offering, is to the showman's advertising display. In other words, no attention-getting front page headline on a newspaper, no very brisk newsstand sales for the edition; and no attention-getting headline in the theatre ad, no particular reaction at the box office.



An old ad but fine example of headline copy and positioning, is that above, as explained in this Clinic talk.

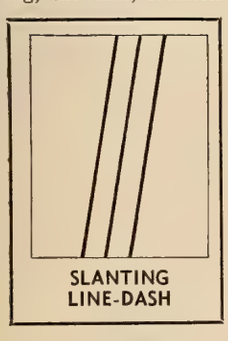
A good headline attracts attention to your ad, and leads the reader's eye to the copy which follows the headline.

Often a bold statement, or a question, is the best solution of the advertiser's problem of drawing attention to his display. However, the nature of the attraction you are selling soon becomes the practiced ad - man's "self-starter." But the rule still stands that for stimulating reader interest, a strong headline asking a direct question is of great value.

The copy which follows the headline, or the "text," is equal in importance to the headline, for the supporting copy must not let the reader's interest die. Herein lies one of the most exacting jobs of copy writing, and it is here that frequently there is found a woeful contrast between the headline and the copy. The necessary harmony, in the latter miss-fires, instead of sustaining interest, falls flat after the punch and pull of the good headline.

Because picture copy *must* be brief your copy should start with a punch, hold the reader's interest closely, and end in a climax.

Your ad must tell where your program is playing, the date, location of theatre—and how to get there, if necessary, prices, and sometimes the coming attraction.



SLANTING LINE-DASH

The "Yank at Oxford" ad shown on this page will illustrate the point—taking an old ad, but a well nigh perfect one as an example, the headline copy builds Taylor up and excites interest to read further—the text is short and to the point, and doesn't let you down.

As showmen, your business is to convince people they should go to YOUR theatre, and not to just ANY theatre.

We'll go further along this line in a later issue, illustrating the case in another clinic meeting, because now we are still working on layout principles—carrying on from the last Clinic.

Old Doc wants to give out with another basic rule talk. (Before going any further, however, he wants to remind you of that "bull's eye" design which was discussed in the March 1st issue. You'll note that the "Yank at Oxford" display uses the bull's eye design, very effectively, for the headline and close-up of Robert Taylor and Maureen O'Sullivan.)



This 3-column display for "Maisie" uses an ad mat, with copy slanted to speed attention from headline to title, or title to headline.



Notice how the eye is drawn to the headline "Here Comes Adventure" in the 3-column ad above. This and other displays are referred to in text.

With that noted, let's consider another basic design—the SLANTING LINE-DASH, also illustrated on this page. The slanting line-dash suggests DASH, SPIRIT and SPEED! Take a good look at the illustration of the diagonal pattern. I suggest this, because when things are simplified sometimes we are prone to just sort of give them the "brush-off," and are likely therefore to forget them. The reason for getting the diagonal set in our minds at this moment is so we may proceed to consider some other layouts illustrated. But remember, we are considering headline placement as well as general layout. The examples illustrated, consequently, should be carefully studied for the two factors: headline placement as arranged to direct attention to the selling copy, and general tying-up of the several elements of the advertisement.

We've taken a 3-column ad mat from "Maisie" as one example. We have moved the copy at an angle to attract more attention than if copy were left in a straight line.

This little trick may be practiced with most any press-book ad you have to contend with, as long as it doesn't touch or overlap another block of copy.



A 2-column ad for "City for Conquest," illustrating use of reverse "slanted" headline—so "punchy" no additional copy is necessary.

On your next campaign, get out the old reliable scissors and paste jar, and using this as an example, see what results you can get with your own particular problem. OK?

Sometimes the text of an ad is so placed that the reader's eye must be guided to it to be seen in the quickest possible time.

You managers, through your layouts, must then use artificial means to make the eye travel through the ad!

The headline reading "Here Comes Adventure" is a case in point. Notice how the eye is immediately drawn to the word *Adventure* in spite of heavy reverse cast and title.

In the "City for Conquest" ad, notice how the reverse 2-line catches the reader's attention immediately, and is so strong no secondary copy is needed.

Old Doc wants to say your ad should lead the eye naturally over the given space, joining the various units of your ad—this is called MOVEMENT!

Later on we will go further into this matter of "Sweeping Motion" and "Dramatic Conflict." Watch out for that meeting of the Clinic.

One other thing about which we should all be on guard is the matter of borders. Borders must be handled with care. The temptation is often strong to select one which is attractive by itself. Beware of that temptation, lest your border lead the eye away from instead of to the ad itself. Borders are a subject all by themselves, and we'll be talking about them. But in the meantime it will be well to experiment with borders that are more on the conservative than the flashy side.

★ ★ ★ ***NEXT WEEK—SPRING TONIC—DON'T MISS IT!*** ★ ★ ★

The Box Office Slant

Meet John Doe

Warner Bros. **Drama** **123 mins.**

(Prod. No. not set—Nat'l Release, not set)

AUDIENCE SLANT: (Family) Easily the finest Capra-Riskin effort yet. A heart-warming, pulse-pounding drama that will win enthusiastic acclaim from audiences everywhere.

BOX OFFICE SLANT: Should score record-breaking grosses in every engagement.

Cast: Gary Cooper, Barbara Stanwyck, Edward Arnold, Walter Brennan, Spring Byington, James Gleason, Gene Lockhart, Rod La Rocque, Irving Bacon, Regis Toomey, J. Farrell MacDonald, Warren Hymer, Harry Holman, Andrew Tombes, Pierre Watkin, Stanley Andrews, Mitchell Lewis, Charles Wilson, Vaughan Glaser, Sterling Holloway, Mike Frankovich, Knox Manning, John B. Hughes, Hall Johnson Choir. **Credits:** Produced and directed by Frank Capra. Screenplay by Robert Riskin. Director of photography, George Barnes. Montage effects, Slavko Vorkapich. Special effects, Jack Cosgrove. Art direction, Stephen Goosson. Musical score, Dimitri Tiomkin. Musical direction, Leo F. Forbstein. Film editor, Daniell Mandell.

Plot: The story of a mythically-created *John Doe* who eventually becomes a real person, wins the admiration of millions of average Americans, only to learn he is being used by an ambitious politician who seeks the Presidency on a platform that condemns every free, American right espoused by the *Doe* cause. Hero Gary Cooper suffers near-defeat, but things right themselves as the story ends.

Comment: Frank Capra is responsible for many outstanding productions, but it is doubtful if any of them will top "Meet John Doe" for enthusiastic audience acclaim and box office power. Equipped with a startlingly unique plot, the film abounds in humor, romance, drama and suspense, building up to a climax that leaves one nearly prostrate with suspense, yet with the feeling that he has witnessed a great entertainment. Because it is so keenly American, because its hero could be any one of this country's millions, the picture will go right to the heart of every person who sees it. It is difficult to remember Gary Cooper in a finer role, more difficult to remember any past performance that excels the one he gives here; if not an Award winner, it should at least be a serious contender. Excellent, too, is the work of Barbara Stanwyck in the leading feminine role, with Edward Arnold, Walter Brennan and James Gleason contributing notable supporting characterizations. Both Capra and Robert Riskin, the former for his genius in capturing the essentials of heart-warming, pulse-pounding, audience-winning screen fare through splendid production treatment and direction, and the latter for his ability to turn out a corking screenplay, deserve high praise for this, their greatest effort. That it should score record-breaking grosses whatever it plays is no wild prediction, for "Meet John Doe" is capable of doing just that. Exhibitors should go the limit in exploitation, creating tieups, increasing ad budgets, engineering sensational ballyhoo and indulging, in general, in good, old-fashioned showmanship, for this picture will back up in entertainment every selling claim made for it.

Catchline: "The great American motion picture you'll treasure always."

Legion of Decency Ratings

(For Week Ending March 15)

SUITABLE FOR GENERAL PATRONAGE

Dead Men Tell — Mr. Dynamite

SUITABLE FOR ADULTS ONLY

Adam Had Four Sons — Sleepers West
Meet John Doe — The Penalty
The Sea Wolf

Topper Returns

United Artists **Comedy-Mystery** **89 mins.**

(National Release, March 21)

AUDIENCE SLANT: (Family) Its laughs, mystery and novelty make this a sure entertainment bet for any audience.

BOX OFFICE SLANT: While it won't break records, it should do a nice business if cleverly exploited.

Cast: Joan Blondell, Roland Young, Carole Landis, Billie Burke, Dennis O'Keefe, Patsy Kelly, H. B. Warner, Eddie (Rochester) Anderson, George Zucco, Donald MacBride, Rafaela Ottiano, Trevor Bardette. **Credits:** Produced by Hal Roach. Directed by Roy Del Ruth. Original screenplay by Jonathan Latimer and Gordon Douglas. Based on the fictional characters conceived by the late Thorne Smith. Director of photography, Norbert Brodine. Photographic effects, Roy Seawright. Musical score, Werner R. Heymann. Art direction, Nicolai Remisoff. Film editor, James Newcom.

Plot: Carole Landis returns to her father's estate after a long sojourn in the Orient, bringing home with her Joan Blondell, her bosom friend. Carole learns the estate is to become hers on the morrow. But strange things happen, among them the murder of Joan, whose spirit rises up to hunt her slayer. *Topper* (Roland Young) aids her in her sleuthing. The murderer is killed, but Joan's ghost gets a confession from that of the murderer.

Comment: For its laughs, mystery and further improvements in ectoplasmic phenomena (if you get what we mean), the latest adventures of *Topper* are sure to furnish audiences with hilarious entertainment. A murder victim's spirit seeking her murderer is indeed a novel situation, and Joan Blondell, as the victim, causes much consternation among police investigators as she conducts her own search, aided by Roland Young as *Topper*. The presence of Eddie (Rochester) Anderson in the cast, as well as that of Billie Burke, are added assurances of hilarity, while the sliding panels, trick chairs, moving walls and other mystery-house accoutrements, in addition to the amazing photographic effects, will add shrieks to the laughter. Sell the film on its comedy, mystery and novelty angles, using as many clever gags as possible in the form of throw-aways, newspaper teaser ads, street stunts.

Catchline: "You'll shriek with delight at *Topper's* most hilarious adventures."

Mr. Dynamite

(Hollywood Preview)

Universal **Drama** **63 mins.**

(Prod. No. 5041—Nat'l Release, March 7)

AUDIENCE SLANT: (Adult) Good action and direction, will offset a transparent plot for most audiences.

BOX OFFICE SLANT: Not strong enough on names or show values for better than supporting spot.

Cast: Lloyd Nolan, Irene Hervey, J. Carroll Naish, Robert Armstrong, Ann Gillis, Frank Gaby, Elisabeth Risdon, Shemp Howard, Cliff Nazarro, Monty (Sonny) Brewer, Babe London, Oscar O'Shea, others. **Credits:** Directed by John Rawlins. Associate producer, Marshall Grant. Original screenplay by Stanley Crea Rubin. Director of photography, John Boyle. Film editor, Ted Kent.

Plot: Lloyd Nolan, big league baseball pitcher known as Mr. Dynamite, becomes involved in what looks like a murder case against a pretty Canadian girl spy, Irene Hervey, and a case of puppy love aimed at him by Ann Gillis, street urchin and girl gang leader. After much hide and seek with gunmen and the police, Nolan exposes the foreign spies, is free of the police and wins the girl.

Comment: Here is one aimed directly at those fans who want action with a minimum of romantic interruptions, and it hits its mark nicely, thanks to superior direction by John Rawlins, and workmanlike acting by Nolan, J. Carroll Naish, Robert Armstrong and Irene Hervey. They do so well that less critical audiences will overlook an obvious plot that tries to transplant the sewers of Paris and Cairo's back streets to New York, with a baseball pitcher and munition plant sabotage thrown in for good measure. Most exploitable feature is the idea of using a big league baseball pitcher for the hero instead the more common detective or reporter. If played on a week-end bill the presence of Ann Gillis as the little tough girl who mixes hero worship and puppy-love for the hero should help with younger patrons. For general advertising the sabotage attempts on American munitions plants is the livest angle.

Catchline: "A big leaguer pitches to a foreign sabotage gang."

Men of Boystown

MGM **Drama** **107 mins.**

(Prod. No. not set—Nat'l Release, April 11)

AUDIENCE SLANT: (Family) "Boystown" follow-up retains the heart-warming qualities that made the first effort a success. Should please generally.

BOX OFFICE SLANT: With the Tracy-Rooney combination, plus the interest aroused by its predecessor, this is due for better-than-average grosses in most situations.

Cast: Spencer Tracy, Mickey Rooney, Bobs Watson, Larry Nunn, Darryl Hickman, Henry O'Neill, Mary Nash, Lee J. Cobb, Sidney Miller, Addison Richards, Lloyd Corrigan, George Lessey, Robert

YOU MAY WIN!

STR's short subject idea contest is open to all theatremen. Here's a coupon—use it with your suggested plan for selling shorts to the public. See issue of March 1st for rules and money prizes.

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Emmett Keane, Arthur Hohl, Ben Weldon, Anne Revere. **Credits:** Produced by John W. Considine, Jr. Directed by Norman Taurog. Original screenplay by James Kevin McGuinness. Director of photography, Harold Rosson. Art direction, Cedric Gibbons. Musical score, Herbert Stothart. Film editor, Fredrick Y. Smith.

Plot: Taught by Father Flanagan (Tracy) to try to reform wayward boys, Mickey Rooney, who has found a new home, follows this teaching, is implicated in a robbery, sentenced to a reform school. Released by the Father and brought back to Boystown, he attempts to make a sacrifice to save the institution which is about to be lost because of financial troubles. All ends well, however, as additional finances are obtained.

Comment: While follow-ups, in most cases, seldom measure up to the original, "Men of Boystown" nonetheless is a heart-warming picture filled with humor, pathos and drama to make it genuinely entertaining for all classes of patronage. It has its "hokum," as the critics say, but it is this hokum" that goes straight to the patron's heart and makes him a booster for the picture. Wherever family audiences predominate, and this takes in practically every average-sized community, this is an ideal booking. As Father Flanagan, Spencer Tracy imparts warmth and humanness without seeming maudlin or goody-good, while Mickey Rooney, with his comedy gyrations held down to a minimum, is sincere and restrained. Bobs Watson, Larry Nunn and Darryl Hickman deserve special mention for outstanding portrayals. In selling the picture, concentrate on the entertainment qualities touched upon in this review. The title identifies the film as a follow-up to the original success, and will account for appreciable patronage.

Catchline: "You'll love this heart-warming triumph with its laughter, drama and pathos."

Road to Zanzibar

(Hollywood Preview)

Paramount **Comedy-with-Music** **90 mins.**

(Prod. No. 4025—Nat'l Release, April 11)

AUDIENCE SLANT: (Family) A million dollar package of screwy entertainment for everyone.

BOX OFFICE SLANT: A better bet than "Road to Singapore." Give it all the extra playing time you can. Should be one of the best moneymakers of the year.

Cast: Bing Crosby, Bob Hope, Dorothy Lamour, Una Merkel, Eric Blore, Douglas Dumbrille, Iris Adrian, Lionel Royce, Buck Woods, Leigh Whipper, Ernest Whitman, Noble Johnson, Joan Marsh, Luis Alberni, Robert Middlemass. **Credits:** Directed by Victor Schertzinger. Screenplay by Frank Butler and Don Hartman. Based on a story by Don Hartman and Sy Bartlett. Director of photography, Ted Tetzlaff. Film editor, Alma Macrorie. Musical numbers staged by LeRoy Prinz. Musical direction, Victor Young. Art direction, Hans Dreir and Robert Usher. Produced by Paul Jones.

Plot: Two screwballs touring with a sideshow act in Africa, are framed by two girls who take them into the jungle on a fake mission. They are furious when they learn the truth, but by that time love has smoothed everything out.

Comment: If you made money with "Road to Singapore," one of the top box-office hits of 1940, this latest "smash" from Paramount is destined to do a better job. The same combination of stars and director deliver a million dollar package of screwy entertainment, with more funny gags and situations and a better all-round production. Here's a picture that should garner plenty of extra playing time, and increase its take as it goes along. All you have to do is get them in for the first day, and then sit back and smile. If your patrons thought Bing Crosby and Bob Hope funny in "Singapore," they'll go into raves about their work in this one, because they're terrific. Dorothy Lamour is again seen in the type of role that made her famous and she takes advantage of every minute she's on the screen. Victor Schertzinger's direction and Paul Jones' production are responsible for one of the best pictures of the year. Dress lobby and front in jungle fashion, with several men painted up like savages, pounding tom-toms. Blowup a still of Hope being shot out of a cannon, for use on your marquee. Arrange spot announcements before and after the Crosby and Hope radio shows.

Catchline: "From Singapore to Zanzibar . . . a road full of laughter."

Back In The Saddle

(Hollywood Preview)

Republic **Western-with-Music** **73 mins.**

(Prod. No. 45—Nat'l Release, Mar. 14)

AUDIENCE SLANT: (Family) A real treat for the Autry fans. Swell action picture.

BOX OFFICE SLANT: Should better the usual Autry business.

Cast: Gene Autry, Smiley Burnette, Mary Lee, Edward Norris, Jacqueline Wells, Addison Richards, Arthur Loft, Edmund Elton, Joe McGuinn, Edmund Cobb, Robert Barron. **Credits:** Directed by Lew Landers. Original screenplay by Richard Murphy and Jesse Lasky, Jr. Photography by Ernest Miller. Film editor, Tony Martinelli. Associate Producer, Harry Grey.

Plot: Autry is forced to take the law into his own hands in order to bring peace between the ranchers and the owner of a copper mine whose chemicals are poisoning the water supply. He is besieged in the jail, but is finally rescued after his friends stampede a herd of cattle through the town, and everything ends happily.

Comment: Followers of the Gene Autry series are in for a real treat when they see "Back in the Saddle," one of the tops in western screenfare. Here's a horse-opera with loads of swell entertainment for everyone, chock full of all the ingredients that go into action pictures. A great deal of the film's success is due to Lew Landers' well paced direction and a bang-up script. Autry is good, as usual, handling the singing, fighting and riding in his best form to date. In support, Smiley Burnette and young Mary Lee turn in swell jobs, while the rest of the cast are above the standard. The picture has eight musical numbers interwoven into the plot without slowing up the action. Harry Grey's production values are top-notch in every respect. Arrange windows and co-operative newspaper ads with stores handling the Autry merchandise. Contact your local radio station for spot announcements, before and after the Sunday Autry broadcast. A sound truck with Autry recording will make good street ballyhoo.

Catchline: "All the drama of the rugged West."

A Man Betrayed

(Hollywood Preview)

Republic **Drama** **81 mins.**

(Prod. No. 11—Nat'l Release, Feb. 28)

AUDIENCE SLANT: (Adult) Will please patrons looking for real entertainment.

BOX OFFICE SLANT: Top rate screenfare, suitable for any situation. Will rate top billing in most spots.

Cast: John Wayne, Frances Dee, Edward Ellis, Wallace Ford, Ward Bond, Harold Huber, Alexander Granach, Barnett Parker, Ed Stanley, Tim Ryan, Harry Hayden, Russell Hicks, Pierre Watkin, Ferris Taylor. **Credits:** Directed by John H. Auer. Screenplay by Isabel Dawn. Original story by Jack Moffitt. Photography, Jack Marta. Film editor, Charles Craft. Associate Producer, Armand Schaefer.

Plot: A backwoods lawyer comes to town to investigate the murder of his friend and gets mixed up with a crooked political ring,

(*Continued on Page 24*)



Money Dates

APRIL

13th

EASTER SUNDAY. See page 16 of this issue for suggestions on this day and the preceding week.

NATIONAL GARDEN WEEK. There is a great interest in flower gardens during this week and you should have plenty of blooms in your lobby.

14th

PAN AMERICAN DAY. This is an occasion upon which we acknowledge the good relations between us and our neighbors to the South. It is a fine occasion to play a feature with a South American locale ("That Night in Rio" is released on this day) or one of the many shorts dealing with Latin America.

PRESIDENT LINCOLN ASSASSINATED, 1865. There are plenty of Lincoln subjects which you may not have been able to get on Feb. 12, which would be good today. Particularly, there's a new MGM short called "Dreams" available, in which the tragic event at Ford's Theatre is enacted.

19th

PASSOVER—LAST DAY. Jewish holiday.

PATRIOT'S DAY. Anniversary of Paul Revere's ride. It's a legal holiday in Maine and Massachusetts and is widely observed throughout New England. Tie up with the schools. Blow up the famous poem for a lobby display.

Ascap Decree No Help to Theatres (*Continued from Page* 5)

ceeding for criminal contempt. This office does not know what discriminations the Section is aimed at, but it is convinced that the Court would have a hard time deciding whether a given price differential was 'based on applicable business factors' justifying the same, or not.

"The provision leaves ASCAP free to change its rates from time to time.

"This Section is not likely to be of any value to motion picture exhibitors. There is some danger that ASCAP might use it as an excuse for wiping out the existing differentials between big theatres and little theatres. If any Allied member is confronted with such attitude on the part of ASCAP he should report it to National Allied immediately, so that the latter can make proper representations to the Department of Justice.

"Sec. 2 (6) means simply that if an exhibitor wishes a license for a specific composition or number of compositions, instead of ASCAP's total repertoire, ASCAP cannot refuse to offer a specific composition or compositions at a price to be determined by it.

"This probably is of no value to exhibitors because (1) an exhibitor does not know what compositions will be recorded on the films and must be prepared to reproduce whatever tunes are sent him; and (2) the price of specific compositions is in the control of ASCAP and it would probably ask as much or more for a specific license or licenses as it would for a general license.

"Allied made representations to the Department of Justice relative to incorporating in the decree a provision that all royalties must be collected at the source (i.e. from the producer), thus relieving exhibitors of the obligation to pay ASCAP.

"Allied made its representations to the Attorney General in the hope that ASCAP in the interest of an amicable adjustment would yield a few points. Evidently ASCAP would not yield and under the statute the Department was not in a very strong position to compel it to do so.

"In a letter to Allied dated January 29, Russell R. Clevenger, Director of Public Relations of BMI, said: 'In answer to your question, BMI has no plan in mind for collecting royalties from exhibitors and it is doubtful if such a policy would be adopted unless it were essential to compete with ASCAP.'

"There is no way of telling how long BMI will retain this policy after ASCAP has made a deal with the broadcasters and the two organizations are forced to compete on even terms.

"The most threatening part of the situation is that the producers of motion pictures may start using the compositions of both ASCAP and BMI and the exhibitors will be faced with two seat taxes instead of one. The producers should do all in their power to avoid this."

The bulletin then takes up the action of exhibitors in the Minneapolis territory in ceasing to pay the ASCAP seat tax. This action was based on a decision in the State of Washington.

In this connection the bulletin says: "There are four reasons why the playing of ASCAP music without a license from ASCAP would appear to be a very dangerous course to follow.

"1. The decision in the *Gallagher Case* (in Washington) is subject to appeal to and possible reversal by the Supreme Court.

"2. It is not clear, assuming the correctness of the decision based on the facts of that case, that the principle would extend to a case where an exhibitor had played the music, infringed the copyright, and reaped the benefit thereof.

"3. Infringement proceedings usually are brought in the name of the individual copyright owner, not ASCAP, and there is a question whether ASCAP's inability to sue would extend to a member who is not seeking to enforce any illegal agreement between himself and the exhibitor but is merely seeking damages for infringement of his copyright.

"4. All distributors license their pictures upon the condition 'that if copyrighted musical compositions are included in such recorded sound, the Exhibitor will have at the date or dates of the exhibition of each such motion picture a license from the copyright proprietor or from any licensee of such copyright proprietor to perform publicly the said copyrighted musical compositions.' This provision will be found in every license agreement either as a condition of the licensing clause or in the warranty clause. The reason for this is that the distributor in supplying recordings of copyrighted music to exhibitors without a license to perform the same, may be held by the copyright owner for contributory infringement. Therefore, exhibitors who play ASCAP music without a license are violating their contracts with the distributors and may not be able to get pictures.

"The risks are too great for large numbers of exhibitors to incur. If it is desired to test out the many complicated questions involved in such an experiment in any territory, it would be wiser for some one exhibitor to be the guinea pig and let his case be a test case. Exhibitors in general are not so prosperous that they can risk being mulcted in damages in order to vindicate a theory.

"The root of the trouble is to be found in the copyright law which permits a separate charge for the public performing rights. The only remedy is the adoption by Congress of the 'Allied Amendments' to the copyright law. These amendments provided that all rights and royalties should be merged in a single charge—the film rental. These have been offered whenever Congress has considered a general revision of the law. No such legislation has ever passed and in view of the current emergency it is not likely that Congress will soon take up the subject. Allied did not have the support it should have had when such legislation was pending. When another opportunity is afforded, all exhibitors had best get behind the 'Allied Amendments'."



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The Box Office Slant

A Man Betrayed

(*Continued from Page* 21)

falls in love with the boss's daughter, smashes the ring and gets the girl.

Comment: Although it won't rate any Academy Awards, this picture will please theatre patrons looking for outstanding dramatic entertainment. It's one of the best to come out of the Republic Studio. Here's top-rate screenfare with good marquee names to bring them in and an interesting story to please them. Highlight of the film is the trouping of John Wayne and Frances Dee, both of the "surprise" variety. The balance of the cast, which includes Edward Ellis, Ward Bond, Harold Huber and Alexander Granach, all rate praise. Under John H. Auer's superlative direction, the film becomes a thoroughly, pleasing show. Production values are in line with the rest of the picture. Republic is getting behind this picture with a big national advertising campaign that will help at the ticket windows. Erect voting booths in your lobby and try to capture some election day atmosphere. Election dodgers could be distributed around the business section of your town.

Catchline: "Behind the wheels of a political power."

That Uncertain Feeling

United Artists Society Comedy 84 mins.

(National Release, not set)

AUDIENCE SLANT: (Adult) Sophisticated comedy chiefly for adult consumption. Best for class audiences, and will especially please the women.

BOX OFFICE SLANT: The fine cast and the Lubitsch "touch" should put this over in the better-class theatres. Its reception in small communities is somewhat problematical.

Cast: Merle Oberon, Melvyn Douglas, Burgess Meredith, Alan Mowbray, Olive Blakeney, Harry Davenport, Eve Arden, Sig Rumann, Richard Carle, Mary Currier, Jean Fenwick. **Credits:** Presented by Sol Lesser. Produced and directed by Ernst Lubitsch. Screenplay by Donald Ogden Stewart. Adaptation by Walter Reisch. Production manager, Barney Briskin. Director of photography, George Barnes. Art direction, Alex Golitzen. Musical direction, Werner Heymann. Film editor, William Shea.

Plot: With a home, security, happiness—in fact everything a wife could wish for, Merle Oberon has the hiccups, discovers through consultation with a psychiatrist that her marriage is monotonous. She meets Burgess Meredith, a temperamental musician, whose egotism and arrogance fascinate her. A separation from husband Melvyn Douglas follows, but Meredith's strange actions are too much for Merle, and she returns to Douglas.

Comment: Frothy, sophisticated society comedy, "That Uncertain Feeling" is typically Lubitsch, and with the addition of Donald Ogden Stewart's sparkling dialogue, becomes satisfying entertainment for sophisticated audiences, especially the women. While it falls a little below some of the famed director's past efforts, nevertheless it manages to amuse. Just how it will fare in the smaller communities, of course, is problematical, for the psycho-analystic element of the plot and the subtlety of some of the dialogue may be a little too "high brow" for neighbor Jones and his wife. In metropolitan centers, however, and wherever class patronage is the general rule, it should have smooth sailing. Merle Oberon and Melvyn Douglas

do well in the leading roles, but it is Burgess Meredith as the piano-playing egocentric who captures thespian honors. Direct your appeal to women, advising them that if marriage seems a bore, they should see this picture. Emphasize its comedy, and play up Lubitsch's name. You will probably be able to arrange many tieups.

Catchline: "A little case of hiccups leads to a delightful matrimonial mirthquake."

Double Date

(Hollywood Preview)

Universal **Comedy** **58 mins.**

(Prod. No. not set—Nat'l Release, March 14)

AUDIENCE SLANT: (Family) Fast moving comedy that will bring many chuckles and some hilarious moments.

BOX OFFICE SLANT: Should attract family patronage.

Cast: Edmund Lowe, Una Merkel, Peggy Moran, Rand Brooks, Tommy Kelly, Hattie Noel, Eddy Waller, William Ruhl, Sam Flint, Pat O'Malley, Joey Ray, Charlie Smith. **Credits:** Associate Producer, Joseph G. Sanford. Directed by Glenn Tryon. Original story by Scott Darling and Erna Lazarus. Screenplay by Scott Darling, Erna Lazarus, Agnes Christine Johnston. Director of photography, John Boyle. Film editor, Otto Ludwig.

Plot: Two young people try to break up the romance of their middle-aged relatives. With the boy, it's his father, and with the girl, it's her aunt who is cherishing her first love affair. They cause plenty of trouble before a judge performs a fast marriage and puts the young folks in their place.

Comment: Here is good family entertainment that should do satisfactorily in average towns across the continent. Too much originality cannot be credited to the script, but the direction of Glenn Tryon and the competent performances of the four leading players extract the maximum from the gag situations and turn the picture into a snappy, fast-moving comedy that will bring many chuckles and some hilarious moments to your audience. Edmund Lowe and Una Merkel are swell as the middle-aged romancers and Peggy Moran and Rand Brooks handle their assignments well. In exploiting it, have someone cruise around town in a car, distributing heralds resembling police tickets, and have an ad imprinted on the reverse side inviting everyone to a "Double Date" at your theatre. Request newspaper readers to write short letters on their approval or disapproval of "middle-aged romance."

Catchline: Their love broke the barriers erected by the intruders."

The Roundup

(Hollywood Preview)

Paramount **Western** **90 mins.**

(Prod. No. 4024—Nat'l Release, April 4)

AUDIENCE SLANT: (Family) Devotees of outdoor entertainment and many others will be more than pleased with this picture.

BOX OFFICE SLANT: Good where action is demanded.

Cast: Richard Dix, Patricia Morison, Preston Foster, Don Wilson, Ruth Donnelly, Betty Brewer, Douglas Dumbrille, Jerome Cowan, Dick Curtis, William Haade, Morris Ankrum, Clara Kimball Young, Douglas Kennedy. **Credits:** Produced by Harry Sherman. Directed by Lesley Selander. Screenplay by Harold Shumate. Based on the story by Edmund Day. Director of photography, Russell Harlan.

Plot: On her wedding day, the heroine meets the man to whom she had been engaged but thought dead. Against the background of Indian troubles and gun-running she finds herself unable to decide whether she loves her husband or the returned sweetheart. Her husband is accused of a crime but is saved by the ex-fiancee, who is killed in the act.

Comment: Devotees of outdoor screenfare and many others will be more than pleased with this picture. It is an exciting mixture of adventure and action-packed drama with excellent comedy moments interspersed to add to the success of the film as a whole. Although fundamentally a Western because of its locale, it is primarily a romantic story—a sturdy piece of entertainment. The portrayals of the principals, Richard Dix, Patricia Morison and Preston Foster are splendid, adding to the enjoyment. Don Wilson of radio fame and Ruth Donnelly are outstanding in important comedy roles. Lesley Selander keeps the picture moving at the necessary swift pace and he has timed the thrill and dramatic sequences well. Producer Harry Sherman delivers one of his best attractions to date. A man costumed in cowboy outfit could distribute dodgers inviting patrons to "The Roundup." Restaurants might feature a special "Roundup" dinner.

Catchline: "A woman to fight over."

The Penalty

(Hollywood Preview)

MGM **Gangster-Drama** **80 mins.**

(Prod. No. 129—Nat'l Release, March 14)

AUDIENCE SLANT: (Adult) Swell dramatic screenfare with enough reality to make it entertaining for everyone.

BOX OFFICE SLANT: Will stand on its own. Smart showmen should get behind it with a good campaign and cash in.

Cast: Edward Arnold, Lionel Barrymore, Marsha Hunt, Robert Sterling, Gene Reynolds, Emma Dunn, Veda Ann Borg, Richard Lane, Gloria De Haven, Grant Mitchell, Phil Silvers, Warren Ashe, William Haade, Ralph Byrd, Edgar Barrier. **Credits:** Produced by Jack Chertok. Directed by Harold S. Bucquet. Screenplay by Harry Ruskin and John C. Higgins. Based on a play by Martin Berkeley. Director of photography, Harold Rosson. Art direction, Cedric Gibbons. Musical score, David Snell. Film editor, Ralph Winters.

Plot: The son of a gangster fugitive is kept at a farm in the hope that his father will turn up there and be captured. The boy grows to love the people he lives with, and is in a sad plight when his father comes back to reclaim him. But the G-Men get the gangster, and the boy remains with his guardians.

Comment: Patterned along the lines of the successful "Crime Does Not Pay" series of shorts, MGM has made a feature that should appeal to most audiences. Thrills pack the dramatic story and its entertainment value is greatly enhanced by the excellent portrayals of Edward Arnold, Gene Reynolds and other players in the fine cast. It's the kind of picture that will stand on its own and smart showmen will do well to get behind it with a good campaign. The entire film is an excellent piece of picture making with an exceptional job of direction, production and scripting and the results obtained are on a par with some of the big "specials." For exploitation see Showmanalysis on page 15 of this issue.

Catchline: "Kill or be killed—that was the law."

Beyond The Sacramento

(Hollywood Preview)

Columbia **Western** **58 mins.**

(Prod. No. 2210—Nat'l Release, Nov. 14)

AUDIENCE SLANT: (Family) Will satisfy the western fans.

BOX OFFICE SLANT: Usual western business.

Cast: Bill Elliott, Evelyn Keyes, Dub Taylor, John Dilson, Bradley Page, Frank LaRue, Norman Willis, Steve Clark, Jack Clifford, Don Beddoe, Harry Bailey. **Credits:** Directed by Lambert Hillyer. Original screenplay by Luci Ward. Photography by George Meehan. Film editor, James Sweeney.

Plot: Bill Elliott catches up with two crooks whom he had routed out of two other communities, and in spite of the fact that they had wormed their way into the confidence of the people of the community, shows them up before it is too late.

Comment: A standard formula western, with Wild Bill Hickok up to his usual good deeds, but this time the well-packed script will thoroughly satisfy lovers of outdoor action pictures. It's good stuff for the western fans as it has all the riding, fisticuffs and gunplay they are accustomed to getting. The performances of Bill Elliott and his chum, Dub Taylor, are exceptionally good and Bradley Page as the villain contributes a performance that should boost his rating with the followers of this series. Usual western lobby and exploitation stunts can be used to sell this one.

Catchline: "Wild Bill Hickok smashes the last stronghold of a crooked gang."



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Short Subject Reviews

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning March 15)

CAPITOL—Information Please No. 3 (RKO-Pathe) rev. 11-16-40; The Happiest Man on Earth (MGM) rev. 2-1-41; Old New Orleans (MGM) rev. 1-4-41.

CRITERION—Men of the Light Ships (20th-Fox).

GLOBE—Porky's Hired Hand (Vita.) rev. 12-28-40; Henry Busse and His Orchestra (Vita.) rev. 11-30-40.

HOLLYWOOD — The Tortoise Beats the Hare (Vita.).

PARAMOUNT—My Pop, My Pop (Para.) rev. 11-2-40; Breezy Little Bears (Para.) rev. 1-18-41; Acrobatic Aces (Para.) rev. 1-25-41.

RADIO CITY MUSIC HALL — Goofy's Glider (RKO-Disney) rev. 12-14-40; Eyes on Brazil (RKO) rev. 3-1-41.

RIALTO — Music in the Morgan Manner (Universal); High Spots in American History (Universal).

RIVOLI — The Tortoise Beats the Hare (Vita.).

ROXY — Playing with Neptune (20th-Fox); Fishing Made Easy (20th-Fox).

STRAND—The Fighting 69th (Vita.) rev. 1-18-41; American Saddle Horses (Vita.) rev. 11-25-39; Meet the Fleet (Vita.) rev. 1-18-41.

Australia at War *(Timely)*

RKO (13,108) March of Time No. 8 18 mins.

With the United States looking toward the Pacific, this March of Time is significantly timed to show how Australia is developing her defenses for a possible invasion attempt by Japan. Clips show how the Aussies are bearing the brunt in routing the Italians in Africa. Australia's new armament and airplane industry in action is also effectively shown.

Sniffles Bells the Cat *(Fair)*

Vita. (6711) Merrie Melody No. 11 7 mins.

At a meeting of mice to draw straws to place a warning bell around the cat's neck, Sniffles gets the assignment. He encounters the intended victim and a lively chase ensues, during which Sniffles accidentally bells the cat. Later, when the rodents ask how he did it, Sniffles invents a fantastic story which he tells them while keeping his fingers crossed.

Fun With Songs *(Fair)*

Col. (2655) Community Sing No. 5 10 mins.

Animation and words on the screen are all there is pictorially to this subject, which is inferior to previous editions in the series. The selection of songs is just fair—presumably, the producers have run out of the more popular songs and are now forced to rely on less well known numbers. However, if your audiences are of the type generally prone to engage in community singing, this subject will prove satisfactory. Ben K. Blake produced.

From Singapore to Hong Kong *(Timely)*

Col. (2557) Columbia Tour No. 7 10 mins.

Stress is laid on Singapore's importance as a naval base in this subject which is therefore especially suitable for immediate booking on account of the importance of the port in today's news. Of course, considerable footage is devoted to other aspects, too, and there is no revelation of any military secrets. Andre de la Varre produced.

'PROOF OF THE PUDDING'

In producing "Proof of the Pudding," the Metropolitan Life Insurance Company has performed a valuable service for the American public, for it is a recognized fact that hundreds of thousands of people in poor physical condition could easily improve their health with the proper diet. Eat the right foods every day in the right amounts—that's the message of the reel which is not only timely, since physical fitness is the bulwark of our defense system, but also entertaining and informative. How proper nutrition keeps a typical family healthy is revealed. Here is a subject that deserves to be played in every theatre, for it has been produced in a manner that will please all types of audiences, and maintains the fine standard set by previous subjects bearing the Metropolitan label. It has been beautifully photographed in Technicolor by Paramount and runs ten minutes. Furnished gratis, it is a subject exhibitors should grab. For playdate information, address Welfare Division, Metropolitan Life Insurance Co., 1 Madison Ave., New York, N. Y.

The Haunted Mouse *(Very Good)*

Vita. (6607) Looney Tune No. 7 7 mins.

In this Leon Schlesinger cartoon, a weary cat comes to the deserted Ghost Town in quest of food. Entering one of the empty houses he is confronted by a ghost mouse. The rodent proceeds to get even with all cats in general by feeding the feline food, which disappears as the cat attempts to eat it. The mouse has a gay time at the cat's expense, appearing and disappearing at will. This all ends, however, when a ghost-cat appears and frightens the rodent out of its wits. The subject maintains its snappy pace until the end.

Speaking of Animals *(Excellent)*

Para. (HO-7) Animated Antic No. 7 9 mins.

A distinct novelty, this is the first of what will be a series on next season's program. It obviously required tedious patience and trick photography but the audience reaction will be terrific. A commentator takes the audience to a farm and after a few look-sees at the animals, they suddenly start to speak. How long it took to get the animals to move their mouths in just the right way or exactly how it was done must remain the secret of Producers Fairbanks and Carlisle. Needless to say, the results are fascinating and will give any audience a hearty laugh. Without a doubt, there will be plenty of word-of-mouth comment on the subject because of its unusual nature. An example of what transpires is a scene of a hog wallowing in the mud. The commentator says, "Isn't he a filthy animal?" whereupon the hog's lips and an off-screen voice answer, "So I *ain't* neat." Sell it on the novelty and humor angles.

Going Places No. 87 *(Interesting)*

Univ. (5357) Going Places 10 mins.

Sub-titled "The Swankiest Isle in the World," this issue furnishes interesting photographic coverage of Bar Harbor, Me., summer playground for the wealthy. The scenic wonders, as well as the activities of lobster and sardine fishermen, are shown. Graham McNamee is the commentator, and the subject was produced by Joseph O'Brien and Thomas Mead.

. . NEWSREEL SYNOPSES . .

(Released Saturday, March 15)

MOVIETONE (Vol. 23, No. 54)—Roosevelt signs lease-lend bill; Greeks advance in Albania; French wounded decorated; King George greets Ambassador Winant; London firemen test new equipment; Children model fashions for Queen Elizabeth; Martin bomber plant at Baltimore expands; U. S. troops train in Newfoundland; Baseball: Detroit Tigers and St. Louis Browns in training; Trout fishing in Washington state; Kids' boxing bouts in New York.

PATHE (Vol. 12, No. 57)—British march into Eritrea; English officers in war practice; King George greets Ambassador Winant; Roosevelt signs lease-lend bill; OPM asks support for measure; Martin bomber plant at Baltimore expands; U. S. troops train in Newfoundland; Greek mission honors late General Metaxas; Army-Navy gas mask drills; Dali paints pictures at Bowling Green, Va.; Midget racing in Los Angeles.

UNIVERSAL (Vol. 13, No. 962)—Roosevelt signs lease-lend bill; Appeal for labor registration; Martin bomber plant at Baltimore expands; Army-Navy gas mask drills; U. S. troops train in Newfoundland; King George greets Ambassador Winant; British take Libyan stronghold; Golden Glove bouts; Eastern ski championships.

NEWS OF THE DAY (Vol. 12, No. 252)—Greeks advance in Albania; Children model fashions for Queen Elizabeth; King George greets Ambassador Winant; Roosevelt signs lease-lend bill; Navy instructs civilian workers in gas defense; U. S. troops train in Newfoundland; Sarazen and Hogan win 4-ball golf; Boys Club bouts in New York; Detroit Tigers train in Florida (Detroit only).

PARAMOUNT (No. 57)—Roosevelt signs lease-lend bill; King George greets Ambassador Winant; Martin bomber plant at Baltimore expands; Curtiss plant manufactures pursuit ships; Roosevelt requests $7,000,000,000 for defense; Boys Club bouts in New York; U. S. troops train in Newfoundland; Battle of Eritrea.

(Released Wednesday, March 12)

PARAMOUNT (No. 56)—Seattle stages blackout; Girl draftees at Washington; Norwegian freighter aground off Maryland coast; San Francisco art colony stages protest ball; Congress passes lend-lease bill; Burning of Tobruk; K. of C. track meet in New York; Mioland wins Capistrano Handicap.

MOVIETONE (Vol. 23, No. 53)—Burning of Tobruk; Churchill watches tank war games; Queen Wilhelmina hails new Dutch cruiser; Premier Menzies of Australia visits ships of Royal Australian Navy; Gas masks made at Akron, O.; Naval Reserve graduates; Girl draftees at Washington; Patty Berg teaches golf (except New York City, St. Louis, Chicago, Washington); Co-eds ski in Colorado; Tuna fishing on Galapagos Islands; Baseball: Yankees train (New York City only); Cardinals train (St. Louis only); White Sox train (Chicago only); Senators train (Washington only).

NEWS OF THE DAY (Vol. 12, No. 251)—Fall of Tobruk; Churchill sees tank battle; Gas masks made at Akron, O.; Seattle stages blackout; Farley home from goodwill tour; Baseball: Yankees train (except Chicago, Los Angeles, San Francisco, St. Louis and Washington); Cardinals train (St. Louis only); Senators train (Washington only); White Sox train (Chicago only); Mioland wins Capistrano Handicap (Los Angeles and San Francisco only); K. of C. track meet in New York.

PATHE (Vol. 12, No. 56)—Senate passes lease-lend bill; Capture of Tobruk; Churchill sees war maneuvers; French ship arrives in U. S.; Government buys surplus fruit crop; Jackie Coogan's in the Army; Girls drafted in Washington; Dog show in New York; K. of C. track meet in New York; Mioland wins Capistrano handicap; Baseball: Yankees train (New York only); Cardinals train (St. Louis only); Senators train (Washington only); White Sox train (Chicago only).

UNIVERSAL (Vol. 13, No. 961)—Senate passes lend-lease bill; Seattle stages blackout; Gas masks made at Akron, O.; Girls drafted in Washington, D. C.; Indo-China bows to Japan; N. Y. snow storm; Freighter aground near Delaware; Mioland wins Capistrano Handicap; K. of C. track meet in New York; Yankees in training.

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. . . Program Notes From the Studios . . .

A shift in assignments at 20th Century-Fox takes Lynn Bari out of the cast of "Miami," and into the Sonja Henie picture, "Sun Valley." Cobina Wright, Jr., because of her work in "Murder Among Friends," gets the "Miami" spot.

"Sheriff of Tombstone," story of the famous peace officer Wyatt Earp, will be produced by Republic as a starring vehicle for Roy Rogers and George "Gabby" Hayes. Shooting starts late this month with Joe Kane as producer-director.

Broderick Crawford has been assigned one of the top roles in "Tight Shoes," Jules Levey's next picture for Universal. The studio expects to close a deal shortly for Binnie Barnes to play the feminine lead in the Damon Runyon story which goes before the cameras within the next three weeks.

Gene Markey, Columbia producer, is testing Phillip Reid for the leading male role in his forthcoming production, "Eadie Was A Lady." Reid left Hollywood six years ago and appeared in New York in "My Dear Children" with John Barrymore.

George Murphy reported to RKO for his co-starring role with Ginger Rogers in "Tom, Dick and Harry." Garson Kanin is directing.

Bill Pine and Bill Thomas have set April 1 as the starting date of "Forced Landing," with Richard Arlen starred and Eve Gabor making her first important appearance. Supporting roles are now being lined up.

Roger Pryor has been signed by Producer T. H. Richmond to star in "South of Panama," his next picture for Producers Releasing Corp. Jean Yarborough directs.

Hottest love scene, literally, ever passed by the Hays office was filmed a few days ago with James Cagney and Bette Davis in "The Bride Came C. O. D.," at Warner Bros. The pair worked in a mine tunnel surrounded by three log fires needed to create fantastic shadow-shapes on the tunnel walls.

Latest casting additions to the roster of "My Life With Caroline," Ronald Colman starrer now shooting at RKO, includes Dorothy Adams and Clarence Straight. Lewis Milestone is directing.

The next Abbott and Costello co-starrer, "We're in the Navy Now," goes into production at Universal before the end of the month, with Arthur Lubin directing for Producer Alex Gottlieb.

Sonny Bupp, Sammy McKim and Si Jenks draw leading roles in Warner Bros.' "Sergeant York," which Jesse Lasky is producing. The cast is topped by Gary Cooper, Joan Leslie, Walter Brennan, George Tobias and Ward Bond. Howard Hawks is directing from the screenplay by Harry Chandlee and Abem Finkel.

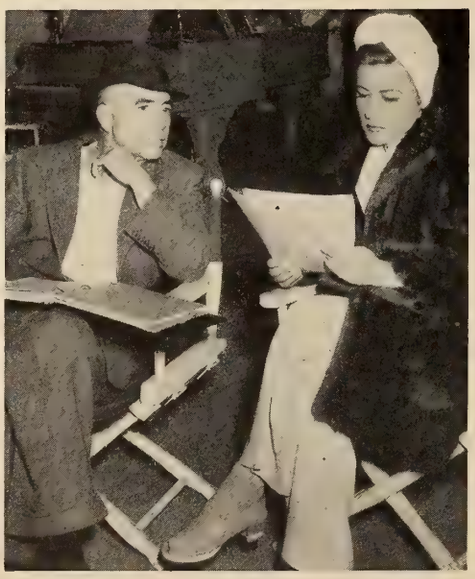
Shooting started on MGM's "Man From the City," with a cast headed by Virginia Weidler, Robert Sterling, Marsha Hunt and Fay Holden. Robert Sinclair is directing.

Clarence Brown is reported seeking Cornelia Otis Skinner for "Say Goodbye," Howard Estabrook's original story which he has just acquired for independent production. Brown starts preparation for the picture, immediately on completion of "The Uniform," starring Clark Gable and Rosalind Russell for MGM.

"Birth of the Blues," Bing Crosby's next Paramount starring picture, will go before the cameras on April 7. Mary Martin and Carolyn Lee, the child star, will have top supporting roles.

Mantan Moreland, Negro comedian currently seen in Paul Malvern's Monogram production, "Sign of the Wolf," checks in on the lot for preparations for his role in "King of the Zombies," set to start within the next ten days. Jean Yarborough has been signed to direct the picture.

Norman Taurog, MGM director, is planning a vacation in Hawaii immediately after the preview of "Men of Boys Town," which he directed with Spencer Tracy and Mickey Rooney in the leading roles.



Doing It the La Cava Way

Irene Dunne with Producer-Director Gregory La Cava on the set of Universal's "Unfinished Business" learns that his script consists of a mere series of notes from which La Cava extracts spontaneous dialogue and action on the set.

HOLLYWOOD STUDIO ROUND-UP

Ten new pictures were put before the cameras this week:

COLUMBIA

RETURN OF DANIEL BOONE—Principals: Bill Elliott, Betty Miles, Dub Taylor. Director, Lambert Hillyer.

METRO-GOLDWYN-MAYER

THE PEOPLE VS. DR. KILDARE—Principals: Lew Ayres, Lionel Barrymore, Laraine Day, Bonita Granville, Red Skelton. Director, Harold S. Bucquet.

MAN FROM THE CITY—Principals: Virginia Weidler, Robert Sterling, Marsha Hunt. Director, Robert Sinclair.

RKO-RADIO

HURRY, CHARLIE, HURRY—Principals: Leon Errol, Mildred Coles, Russell Gleason. Director, Charles Roberts.

SCATTERGOOD PULLS THE STRINGS—Principal: Guy Kibbee. Director, Christy Cabanne.

REPUBLIC

THE SINGING HILLS—Principals: Gene Autry, Smiley Burnette, Mary Lee, Patricia Morison. Director, Lew Landers.

20TH CENTURY-FOX

MAN HUNT—Principals: Walter Pidgeon, Joan Bennett, George Sanders, Roddy McDowall. Director, Fritz Lang.

UNIVERSAL

SANDY STEPS OUT—Principals: Baby Sandy, Kathryn Adams, Raymond Walburn, Edward Everett Horton. Director, Harold Young.

MUTINY IN THE ARCTIC—Principals: Richard Arlen, Andy Devine. Director, John Rawlins.

WARNER BROTHERS

MANPOWER—Principals: Marlene Dietrich, George Raft. Director, Raoul Walsh.

Next "Hoppy" Ready to Roll

Producer Harry Sherman has his 37th "Hopalong Cassidy" feature, "Secret of the Wastelands," ready to roll as soon as William Boyd returns from his New York visit. The troupe, headed by Boyd and his two sidekicks, Russell Hayden and Andy Clyde, will journey either to Monument Valley, Utah, or to Blue Canyon, Arizona, for the location scenes on the picture.



Some Rifle

Gary Cooper and Director Howard Hawks admire the ancient muzzle-loading rifle Gary will use in the title role of "Sergeant York," forthcoming Warner Bros. picture. The Sergeant himself sent the rifle to Cooper, who is six feet tall. The rifle tops him by a full ten inches. It will be used in the Tennessee mountain sequences.

Errol Flynn-Joan Leslie For "The Constant Nymph"

Errol Flynn and Joan Leslie will be co-starred in the film version of "The Constant Nymph," Margaret Kennedy's famous novel, according to an announcement by Warner Bros. The picture will go into production after Flynn finishes his role in "Dive Bomber," slated to start within the next two weeks.

Miss Leslie, currently co-starring with Gary Cooper in Jesse Lasky's "Sergeant York," is the "Sun Goddess" of the All Year Club of Southern California who was presented with stardom on her sixteenth birthday a few weeks ago.

Supporting players and director will be announced by Hal B. Wallis, executive producer, shortly.

Jane Darwell in "Mr. Scratch"

Jane Darwell, whose brilliant characterization in "Grapes of Wrath" won her the 1940 Academy Award given to the best supporting actress, has been signed for a major role in "A Certain Mr. Scratch," first of the William Dieterle productions for RKO. Miss Darwell joins a cast which includes Thomas Mitchell, Walter Huston, Anne Shirley, James Craig, Gene Lockhart and John Qualen.

Leisen to Direct Dietrich

A deal has been closed with Mitchell Leisen, Paramount director, for the producer-director chore on Columbia's "Miss Madden Is Willing," starring Marlene Dietrich. Shooting is scheduled for June after Miss Dietrich completes her current stint at Warner Bros., and Leisen finishes "Hold Back the Dawn" at Paramount.

Selznick Signs George Barnes

David O. Selznick has signed George Barnes, this year's Academy Award winner in the cinematography division to a long term contract. Barnes was the cameraman on "Rebecca," which also won the Academy "best production" award for Selznick.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

An innovation in exhibitor strategy is being inaugurated by Sam Stephens, exhibitor of Richmond, Va., with his "Directors' Week." First director to be billed above his own picture will be Edward H. Griffith, whose productions, "Virginia" and "Honeymoon in Bali," will be the attractions. It sounds like an excellent idea.

Did you know that the Pullman Company sent an official all the way from Chicago to the Hal Roach Studios to make sure the train beds in "Broadway Limited" were made up correctly? We wonder if they had someone check the "clang" in the train bell and the "whoo" in the whistle. Temperamental, we call it.

We are pleased to report that William Cagney, Warner Bros. associate producer and brother of Jimmy, is doing nicely after his operation for appendicitis. Hurry back, Bill, and give us a few more like "Strawberry Blonde."

Visiting with Ona Munson and John Wayne on the set of Republic's "Lady From New Orleans," we heard some nice things about our favorite radio actor, Elliott Lewis. If they are only fifty per cent right, young Lewis should be the big movie find of 1941. Thanks for the swell plug, folks.

Jack Oakie's personal appearance tour of South America seems to be a long way off. Now working in "The Great American Broadcast" at 20th Century-Fox, Jack goes to Warner Bros. for "Navy Blues," and back to his home studio for "Song and Dance Man," a pretty tough schedule for a "guy" trying to make a trip.

According to the top Hollywood columnists, Howard Hughes has found Hedy Lamarr, a remarkable discovery even for Hollywood.

If shooting schedules can be arranged, Bill Boyd may drop his Hopalong Cassidy characterization long enough for one of the top roles in Cecil B. DeMille's "Reap the Wild Wind." We're laying odds Bill would be a big hit.

Patricia Morison With Autry

Patricia Morison has been borrowed by Republic from Paramount for the feminine lead in Gene Autry's next starring vehicle, "Singing Hills," which Director Lew Landers has just put before the cameras. Smiley Burnette and Mary Lee have top roles in the western.

De Mille Tests Newcomer

Among the Paramount studio chiefs who enthused over the screen test of 20-year-old Barbara Britton, was Cecil B. De Mille. In fact, he was so greatly enthused over her acting that he is going to give her a two-day test for an important role in the forthcoming Technicolor production, "Reap the Wild Wind."



Walter Gets the Dope

Director Mervyn Leroy makes sure that Walter Pidgeon knows the changes made in the script of "Blossoms in the Dust." Pidgeon plays opposite Greer Garson in the MGM film which Irving Asher produced.

MGM Breaking Production Record with Ten Shooting

With ten pictures currently before the cameras, and a dozen more in final preparations, MGM has reached their top production peak of the past few years.

Those shooting are "Billy the Kid," "A Woman's Face," "Blossoms in the Dust," "Love Crazy," "Dr. Jekyll and Mr. Hyde," "The Uniform," "Washington Melodrama," "Lady Be Good," "Man From the City" and an untitled "The People vs. Dr. Kildare." Of the ten, two, "Billy the Kid" and "Blossoms in the Dust" are being photographed in Technicolor.

Every available star, supporting player, director and producer either has an assignment, or is scheduled for one of the forthcoming productions which include "The Yearling," "Enemy Within" and a Marx Brothers feature.

"Navy Blues" Date Set

Warner Bros. has set March 25 as the production starting date on "Navy Blues," to be directed by Lloyd Bacon. Jack Oakie, Jack Haley and Eddie Albert top-line the cast of the service musical.

"Man Hunt" Starts

With a cast headed by Walter Pidgeon, Joan Bennett, George Sanders and John Carradine, 20th Century-Fox's "Man Hunt" went before the cameras under the direction of Fritz Lang. The picture was formerly called "Rogue Male."

Ratoff Signs Wife

Gregory Ratoff has signed his wife, Eugenie Leontovitch, to play one of the important roles in "Tonight Belongs to Us," which he will produce independently for Columbia release. Loretta Young is set for the lead in the picture.

Monogram to Make "Missing Ships"

"Isle of Missing Ships," a short story written by John D. Comfort and published in *This Week* magazine, will be placed in production by Monogram shortly.



The Town Theatre

This, the showplace of Whitehouse, Ohio, operates successfully on a single-feature and shorts policy.

HE CLICKS IN

Showman DeHaven left the big city for the hinterlands and has achieved success in a rural community against all sorts of odds; Acquiring a 'white elephant' movie house, the Town, he made it a local institution —here's a lesson for small town theatremen

SO MANY young men and women have left small towns to go to the city and make good that their success nowadays is more or less taken for granted. But all too seldom do we hear about the man who left the big city to go to a small town and make good. There is, however, one outstanding example—a man who has achieved success in a small community against all sorts of odds—a man who is admired and respected by every citizen. That man is A. Milo DeHaven, and the story of his rise to success reads almost like a page out of fiction. Upon reading it, however, one doesn't have to pinch himself, for the evidence to prove its authenticity is there. It isn't a record of what might have happened, of what one might have dreamed of doing—it's an actual revelation of splendid accomplishment.

Getting Experience and Background

Before we tell it, however, let's go back a few years—back to "the good old days." At that time DeHaven was fulfilling managerial duties around circuit-owned theatres in the Bronx. While not setting the world of showmanship on fire, he nevertheless was getting the experience and background that was to stand him in good stead against the time when he would branch out on his own.

DeHaven eventually left the big city, but where he first went our records do not show. Our first report of his activities came from Higland Park, Michigan, where he revolutionized showmanship with a revival policy (*STR, June* 8, 1940, *p.* 37). To that suburban community he brought back the hits of yesteryear, not perhaps because he wanted to, but because the demands of various clubs, organizations and individuals (and perhaps booking problems) made it necessary. He had educated the public, and they were satisfied with the policy he had inaugurated.

He Takes a Much-needed Rest

At the request of his doctors, who advised him to take a much-needed rest, DeHaven went to the Mayo Brothers Clinic in Rochester, Minn., where he remained for several weeks. Fully recovered, he started on the showmanship trail again.

One day last June he "hung up his hat" in Whitehouse, Ohio, a small community 22 miles from Toledo and surrounded by three hamlets—Neapolis, Waterville and Grand Rapids. His adventures during the first few days here were not too encouraging. In the first place, every manager who had tried to make a paying proposition out of the community's only theatre, the 300-seat Town, had failed. Then, too, union troubles developed when he took over the house; but because the public was on his side in the battle, he won out.

A writer in the *Whitehouse Standard*, commenting on DeHaven's accomplishments during the showman's first six months in the northwestern Ohio town, has this to say:

"Taking over this business after three former owners could not make the grade, and facing and defeating many headaches, calamities and labor troubles, he stuck it out when things looked the darkest. This seems to be the secret of all his successes."

And indeed it is. For DeHaven likes nothing better than to overcome difficulties, to do what others have deemed impossible.

It takes a greater amount of effort, he admits, because one has to "reach out further," engage more often in real showmanship merchandising. He doesn't overlook a bet to make the natives show-minded. Perhaps that's why every week-end the Town is filled beyond capacity *with a program of one feature and balanced short subjects* while other theatres in the same territory struggle along with double-feature programs. DeHaven's single-feature policy is definite proof that quantity isn't always the deciding factor in attracting patronage; rather, quality, plus real down-to-earth showmanship, will keep them flocking to the box office.

Among other things, DeHaven has done what few managers think unnecessary: made the Town a theatre to which people *want* to go. A columnist in the *Whitehouse Standard* put it thusly:

"Its clean appearance is a credit to any theatre. Floors re-painted, a spotless lavatory, sparkling aisle numbers above both aisle doors, new curtains for each aisle door, lavish 'coming attractions' displays in the lobby, new lighting system in the theatre are a few of the improvements. In addition to all this, a new sound system, the best on the market, has been installed. Yes, and even more—a new screen and new projection lighting to give clearer pictures which combine with good sound to produce the best quality movie entertainment in northwestern Ohio.—All this, with the latest pictures, make our Town Theatre a place to be proud of."

BE KIND TO THE NEW IDEA —IT MIGHT WORK

MILO-GRAM

LOST TIME IS NEVER FOUND AGAIN

AFTERMATH: Christmas time was quite the berries, when one was full of Tom and Jerries.
A Boston greeting card manufacturer is on Asylum Street. Considering some greetings I got for Christmas, the address is appropriate.

TRITE BUT TRUE! These frequent typed words never carried greater significance than today: "NOW IS THE TIME FOR ALL GOOD MEN TO COME TO THE AID OF THEIR COUNTRY."

PROHIBITION used to make one so Obsinthe-minded. Maybe because Absinthe makes the heart grow fonder. Hail to the U. S. GOVERNMENT!

MOST Auto Accidents occur on Saturday or Sunday. It's a great life if you don't week-end.

DOING BUSINESS without advertising is like winking at a girl in the dark.

WHAT ARE YOU DOING, TO BOOST WHITEHOUSE?

REMEMBER WE MUST MAKE IT NINETEEN FORTY WON.

One of DeHaven's weekly Milo-Grams which appear in the newspaper. These unusual ads, in which he indulges in a little philosophy, tells a joke or two and always boosts the community in which he lives, keep DeHaven and his theatre constantly in the public eye.

But it isn't only the newspaper that lauds DeHaven and his theatre; prominent business men acknowledge the fact that the Town is instrumental in bringing people from the rural section and other small towns in northwestern Ohio and that it has helped their business. If you were to talk to the local Postmaster, he would tell you that the Town, under its present management, "has done more rural mailing for Whitehouse publicity purposes than all other previous managements put together." The school principal would laud DeHaven for his splendid school cooperation and willingness to work together at all times. A barber would tell you that his patrons have only praise and well wishes for the Town management. And so it goes, right on down the line.

Good Example of Civic-Mindedness

A sterling example of DeHaven's civic-mindedness, of his ability to participate in community service activity, is the recent Christmas show for underprivileged children. Having planned two shows for the kiddies for the day before Christmas, the Town manager placed his proposition before Editor W. J. Phillips of the *Standard*. Phillips ran an editorial in which he pointed out that "Americans are generous and lend helping hands to the needy and those 'down and out'," and that as a simple example of this, "A. Milo DeHaven is planning a Christmas treat for the poor kiddies within a radius of ten miles of Whitehouse." He emphasized that to carry out such a large scale plan would require careful planning and a committee, and urged volunteers to get tickets to only those that were needy. His editorial ended with this interrogatory appeal: "Who will report to DeHaven that they are ready to give up a few hours for such a worthy cause?"

The response was gratifying. One citizen donated many pounds of candy; another contributed oranges and tangerines; local bank directors (of all people) furnished apples; school authorities of Whitehouse, Neapolis, Waterville and Grand Rapids cooperated by rounding up their neediest pupils. All that remained was the problem of transportation. Once more Editor Phillips took up his editorial pen and wrote:

"Just a Little Thoughtless"

"I believe in Whitehouse and the citizens who reside here. I know that nowhere else can be found a class of people who are so friendly and helpful to a neighbor in distress —but they are inclined to be just a little thoughtless.

"I think A. Milo DeHaven is doing a wonderful thing by giving the poor kiddies a break. He cannot do it alone. It is necessary for many more volunteers to get the 'Christmas spirit' and come to his aid.

"The main problem left to be solved is transportation of the children to the Town Theatre. Everyone who has a truck or passenger car and would help will soon settle this perplexing angle. . . .

"In order to have the paper bags, (which is another item I should like to see someone

THE 'STICKS'



A. Milo DeHaven

Not the country boy who made good in the city, but the key city showman who made good in a small town.

●

donate) not look TOO empty and give the impression that Santa had a depression of his own, Mr. DeHaven will donate sufficient popcorn for all kids to get a taste of this confection."

After this editorial appeared, further cooperation was not long in making itself apparent. Several automobiles were donated for transportation, and paper sacks were donated by the Central Ohio Paper Company of Toledo. One woman, a patron from Toledo, donated 50 cents which was used to buy additional confection.

As for lining up the program, DeHaven could have called up the Cincinnati exchanges for "a flock of shorts." That would have been the easy thing to do, but DeHaven doesn't do the easy things. He wanted his youthful guests to have a program of entertaining, clean, diversified short subjects that would delight them. He finally decided upon, and succeeded in booking the following: "Alfalfa's Double," Our Gang Comedy (MGM); "The Fishing Bear," Technicolor cartoon (MGM); "The Silly Season," a Lew Lehr Dribble-Puss (20th-Fox); "The Watchdog," a Terry-Toon (20th-Fox); one All-Star comedy and a Community Sing from Columbia; an Ohio scenic reel and a Walt Disney Silly Symphony.

339 Juveniles at Both Shows

That the pre-Christmas show was a success would be putting it mildly. DeHaven had 339 juveniles at both the 10:30 a.m. performance and the 3:30 p.m. show.

"Something of a rather gratifying remembrance," he wrote in a letter to the editor of the *Standard*, "is that these children conducted themselves in the best manner. . . . After the first show, each child on his way out received a bag containing apples, oranges, candy and pop-corn. Collection of eatables, canned goods, etc., which was the 3:30 p.m. show admission, was turned over to Mrs. Ella Ryan and her assistant for distribution to the poor."

Further evidence of DeHaven's civic-mindedness is the fact that he recently organized, and still sponsors, an all-girl pin-ball team. Other merchants, including Gill's Barber Shop, Vogue Beauty Shop and Phillip's Printing Company, have followed suit. This weekly bowling activity forced the newspaper to publish a column devoted to the individual scores and team averages. It's all good publicity for the theatre, as well as a good-will builder.

As a courtesy to Army recruits, the town management admits them at any time, free of charge, provided they are wearing a uniform.

He Keeps in the Public Eye

Keeping in the public eye at all times is a job for any manager, but one that DeHaven loves. Every week in the *Standard* he runs a two-column type ad which he calls a "Milogram." In these ads, which resemble somewhat a telegram blank in appearance, he indulges in a little philosophy, tells a joke or two, always boosts the community in which he lives. Typical example: "What are you doing to boost Whitehouse? Remember, we must make it Nineteen Forty Won." Another: "A sign should be placed at the bank corner which reads, 'Don't take this crossing at sixty . . . Whitehouse can't afford to lose a single customer'." The weekly Milo-grams have become as much of a part of local residents' rituals as the regular Saturday night bath. The theatre and its attractions are seldom plugged in the ads.

Monthly telephone calls, drawing the farmers' attention to current and coming attractions at the Town, constitute one of the best mediums of rural publicity, according to DeHaven.

Each week he selects a different district for these calls. Instead of formally plugging the attraction, the young lady at the telephone conducts her conversation in a neighborly vein. After all, she is more or less acquainted with the party called through previous telephone contacts and having established her rights to inquire into the well-being of John or Helen, or asking why she hasn't seen such-and-such a party recently. She manages to get into the conversation a few words about what the Town is showing. Typical example: "By the way, Mr. Jones, if you're in our neighborhood next Wednesday and Thursday, drop in to the Town and see 'Flight Command.' It's a picture and you and the family will thoroughly enjoy."

In school tieups and benefit shows, DeHaven is right in there pitching. He recently cooperated with the Senior Class of Whitehouse High School for a benefit performance, furnished "The Return of Frank James" as the screen attraction. Again, when the 8th grade pupils of Swanton Township Centralized School wanted to raise a few funds, he arranged a similar performance for them. No wonder school officials laud DeHaven for his willingness to cooperate.

At the start of the school season last September, he arranged a "Back to School and Back to the Movies" matinee. Tickets were made available at the business establishments of merchants in Whitehuose and the surrounding towns. These merchants furnished handbills listing their bargains and notifying local kiddiedom that they could get their tickets for the special matinee from them. Each merchant paid $1.00 for forty 5-cent tickets to be distributed to the children.

On behalf of the serial, "Deadwood Dick," he tied up with a drug store on "Deadwood Dick Sundaes," succeeded in getting a sign in the window and a one-sheet poster frame out in front. On "The Green Archer," another chapter-play, he planted an "Unusual Facts" cartoon in the newspaper, featured the serial in his regular ads.

Knowing that the success of his theatre and of the community depends on merchant cooperation, DeHaven recently decided to find out what was being done in proper merchandising to increase trading. He attended three meetings of the Civic Club, found it "more or less a political, social and general meeting place to let off steam, with no interest in bringing additional shoppers, industries or marketing into the town."



When the Columbia serial, "Deadwood Dick," played the Town Theatre recently, Manager DeHaven tied up with a nearby soda fountain for a "Deadwood Dick Sundae," aroused public curiosity as to just what the special refreshment contained and built patronage.

Here was a problem. What made it difficult was that men who had been in business for several years might resent this "big town know-it-all" telling them what to do. Still, that was a chance DeHaven had to take, and he did.

His first contact was the live-wire *Standard* editor, to whom he outlined an educational publicity program in bringing out the fact that Whitehouse merchants offer the same type of nationally advertised products as other stores in larger cities, in addition to normal prices plus bargain values. Editor Phillips was sold on the idea that this procedure might be an opportunity for more advertising in his weekly newspaper.

Next, DeHaven laid the ground work for a Business Men's Association by contacting three leading merchants as sponsors. Thus the principles of the Association were worked out, and it wasn't long until almost every merchant had agreed to join.

Plans were made to stage a series of weekly Honest Value Shoppers Days. On this day (Wednesday) merchants feature their bargains in cooperative newspaper ads, while the Town Theatre, doing its duty, features its entertainment offerings. With each purchase (on this day only) the shopper receives a ticket which may later cause him to receive a number of gifts contributed by the merchants.

Every member of the Association is assessed a weekly fee, out of which comes a certain amount for cash awards. Any money left over is used for further cooperative advertising.

Wednesday is now a red-letter day in Whitehouse, alive with trading activity that brings added business to DeHaven's theatre.

One of the Most Popular Citizens

What has all this done for DeHaven? Well, besides making him one of the most popular and best-liked of Whitehouse's citizens, it has made his theatre the entertainment mecca for people from miles around. And as if lifting one "white elephant" out of the mire and making it a profitable institution wasn't enough, he is arranging to take over another theatre within supervising distance. Like the Town, this house has also had a number of exhibitors who tried to make the grade, but gave up.

If DeHaven succeeds in acquiring it (and perhaps he will have done so when you read these lines) we'll bet our bottom dollar he makes it a successful, profitable operation.

That's the kind of a showman he is.

Advance Dope

ROOKIES ON PARADE (Rep.) **Comedy-with-Music.** Rel. April 21. **Principals:** Bob Crosby, Ruth Terry, Eddie Foy, Jr., Marie Wilson, Gertrude Niesen, Cliff Nazarro. **Director:** Joseph Santley. **Assoc. Producer:** Albert J. Cohen. **Story Idea:** A pair of irresponsible songwriters are drafted into the army, so their girl-friends volunteer as hostesses and entertainers in the same camp. They get together and put on a show that is presented with great success. This clears the way for smoother sailing, romantically, between them. **Catchline:** "He was inspired by his love for his country."

CHAIN GANG (Col.) **Drama.** Rel. Not Set. **Principals:** Otto Kruger, Gloria Dickson, John Litel. **Director:** Charles Barton. **Producer:** Wallace McDonald. **Story Idea:** Two brothers, separated in childhood, meet again when one is the governor of the state and the other the head of a crooked political machine. The crook gives himself up and is hanged for a murder, rather than cause the governor to resign because of the scandal. **Catchline: "The one 'good' deed cleared his shady past."**

BLOOD AND SAND (Technicolor) (20th-Fox) **Drama.** Rel. May 30. **Principals:** Tyrone Power, Linda Darnell, Laird Cregar, John Carradine. **Director:** Rouben Mamoulian. **Assoc. Producer:** Robert T. Kane. **Story Idea:** Power, son of one of the greatest bullfighters Seville has ever known, has been brought up in poverty because of his father's early demise in the arena. He becomes a great matador, but lets his fame, his fortune and a siren, ruin him so that he ends up in poverty and dies in the arena. **Catchline: "The glamour and glories of the bullfighting arena."**

UNDER AGE (Col.) **Drama.** Rel. April 24. **Principals:** Nan Grey, Alan Baxter, Mary Anderson, Tom Neal. **Director:** Edward Dmytryk. **Producer:** Ralph Cohn. **Story Idea:** The racket practiced on unsuspecting, desperate girls looking for employment leads them into trouble. Their jobs are to entice men to stop at Motels, so that a vicious woman racketeer, and her gang of hoodlums, can rob and kill for gain. **Catchline: "Because of their desperate need . . . they became innocent victims."**

TWO GUN SHERIFF (Rep.) **Western.** Rel. April 11. **Principals:** Don Barry, Lynn Merrick, Lupito Tovar. **Assoc. Producer-Director:** George Sherman. **Story Idea:** Mysteriously rescued from jail by the head of a smuggling ring, a hunted outlaw is forced to masquerade as his brother, the sheriff. But the death of his sweetheart at the hands of his rescuers, turns him against them and he sacrifices his life to save his brother and bring the murderers to justice. **Catchline: "Through his bravery another lived."**

HER FIRST BEAU (Columbia) **Comedy-Drama.** Not Set. **Principals:** Jane Withers, Jackie Cooper, Martha O'Driscoll. **Director:** Ted Reed. **Producer:** B. B. Kahane. **Story Idea:** Young fifteen year old tries to become a glamour girl to attract the attentions of an older man. She is brought to her senses and her own boy-friend when the man takes another girl out and ignores her. Then she settles down to helping her boy-friend build a glider he's interested in. **Catchline: "He had a way with women . . . and she fell for his sophisticated line."**

NAVAL ACADEMY (Col.) **Drama.** Rel. Not Set. **Principals:** Freddie Bartholomew, Billy Cook David Durand, Joe Brown, Jr., Jimmy Lydon. **Director:** Erle C. Kenton. **Producer:** Wallace MacDonald. **Story Idea:** Three boys come to a crossroads in their lives when they enroll at the State Naval Academy. One, the son of sailors, easily adapts himself to the routine. But the other two—one the son of rich parents and the other the product of reform school, fare badly. Eventually, each one becomes a better youth and a credit to the academy. **Catchline: "Three young lives come to a crossroads."**

PALS OF THE PECOS (Rep.) **Western.** Rel. April 15. **Principals:** Bob Livingston, Bob Steele, Rufe Davis, June Johnson, Pat O'Malley. **Director:** Les Orlebeck. **Assoc. Producer:** Lou Gray. **Story Idea:** Two unscrupulous men-of-the-world conspire to prevent an honest, hardworking man from completing his overland coach line, since it will spoil the profits from their competitive business. The Three Mesquiteers get a confession in the nick of time. **Catchline: "With superhuman ingenuity, the Three Mesquiteers capture the fugitives."**

TIME OUT FOR RHYTHM (Col.) **Drama-with-Music.** Rel. Not Set. **Principals:** Rudy Vallee, Rosemary Lane, Ann Miller, Allen Jenkins, Brenda and Cobina, Glen Gray and his orchestra. **Director:** Sidney Salkow. **Producer:** Irving Starr. **Story Idea:** Partners in a booking agency quarrel over an overly-ambitious girl and dissolve their partnership. Neither one can succeed alone, until a way is found to dispose of her via a Hollywood talent scout, and thus bring the renewal of the partnership. **Catchline: "Her career came first."**

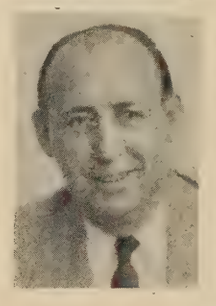
LADY FROM NEW ORLEANS (Rep.) **Drama.** Rel. April 28. **Principals:** Ona Munson, John Wayne, Ray Middleton, Helen Westley, Henry Stephenson. **Assoc. Producer-Director:** Bernard Vorhaus. **Story Idea:** Antagonism develops between two people in love, when they discover that she is the daughter of the owner of a lottery that he, a lawyer, has been hired to run out of town. After all complications are cleared up, they marry. **Catchline: "She . . . the daughter of the man he was out to get."**

SENATE PAGE BOYS (Col.) **Drama.** Rel. Not Set. **Principals:** Herbert Marshall, Virginia Bruce, Gene Reynolds, Pierre Watkin. **Director:** Alfred Green. **Producer:** Charles R. Rogers. **Story Idea:** The honor system used among the Page Boys at the capital and what it did for an East Side hoodlum. How the Senator who sponsored him, has to face an investigating committee because of his unruliness, before the boy finally makes good. **Catchline: "The terrible thought of his betrayal came too late."**

COWBOY AND THE BLONDE (20th-Fox) **Comedy-Drama.** Rel. May 23. **Principals:** Mary Beth Hughes, George Montgomery, Alan Mowbray, Fuzzy Knight. **Director:** Ray McCarey. **Assoc. Producers:** Ralph Dietrich and Walter Morosco. **Story Idea:** Top female movie star becomes interested in a champion bronco-buster who has been unearthed as another star prospect. Her love for him is strong enough to make her want to give up her own career and follow him, when he decides to go back to his ranch. **Catchline: "The ups-and-downs of movie 'discoveries'."**

Meet Your Exchangemen

Jay Schrader (United Artists)



Genial Jay Schrader came to United Artists as a salesman ten years ago. For six years he "toted" (as they say in the South) a portfolio, and because of his enviable record, he was appointed sales manager of the Charlotte branch. Years ago Jay was a "hoofer" playing vaudeville all over the country. His acting experience stands him in good stead now. He acts out the plots of pictures for recalcitrant exhibitors.

Joseph S. McPherson (RKO)



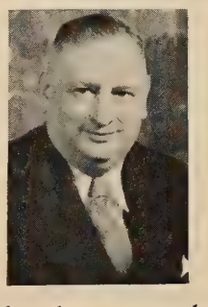
Joe started in the film business in 1922, when he was only 17 years old, as a shipper for Fox Films. He was with Regal for about two years, and then back to Fox as salesman until 1933 with a slight interruption. Then he joined RKO as a booker, rising rapidly to salesman and then branch manager, all in Calgary, where he has spent his entire career in the industry. He can tell some tall tales of selling film in the wilderness.

Morton L. Goldstein (Col.)



Mort started his business career as a radio announcer in 1931. After four years on the air, he joined Columbia's foreign department and was sent to Singapore to represent the company in 1937. He returned to the U. S. in 1939 and was assigned to the Philadelphia exchange where he is now selling the Scranton and Wilkes-Barre territory. Mort is frequently consulted by his customers about Singapore and life there.

Alfred Bloom (UA)



Al Bloom, who covers eastern Washington and Northern Idaho out of the Seattle exchange, is really a pioneer in the film business. Started with the old Laemmle Co. in Canada in the days of the independents, as manager of the illustrated song slide department. After opening U's offices in Canada, he was transferred to Seattle in 1914 and remained with the late "Uncle Carl" for 18 years! After spending two years with U. A., Al returned to Universal for three years, leaving there to become Seattle branch manager for Grand National.

Feature Booking Guide

a—BEFORE DATE OF ISSUE INDICATES ADVANCE DOPE; b—BOX OFFICE SLANT.
Initial Before Release Indicates Audience Suitability: (F) Family. (A) Adults.

ASTOR PICTURES

Title	Mins.	Stars		Rel. Date	See Issue of
Bat Whispers (My-D)	86	C. Morris-U. Merkel			Reissued
Crooked Circle (C)	70	Zasu Pitts-Jimmy Gleason	(F)	9/15/40	Reissued
Everything Is Rhythm (Mu)	60	Harry Roy & Band		7/22/39	Not Rev.
Framed for Murder (D)		Wallace Ford-Fuzzy Knight		2/10/41	Not Rev.
Hell's Angels (D)	100	Lyon-Harlow-Hall		1/10/40	Reissued
Hell's Crossroads (D)	60	Tom Keene-John Qualen	(A)	8/2/40	Reissued
		(Former title "Our Daily Bread")			
Monster Walks (My-D)	60	Mischa Auer		7/6/40	Reissued
Murder at the Baskervilles		Arthur Wontner		10/15/40	Not Rev.
Scarface (D)	88	P. Muni-G. Raft-A. Dvorak			Reissued
Sky Devils (C-D)	88	Spencer Tracy		9/1/40	Reissued
Tumbleweeds (W)	86	William S. Hart		5/1/39	Reissued
U-67 (D)	60	Alan Hale-Claude Allister		8/1/39	Reissued
Vengeance of the Deep (D)	70	Lloyd Hughes	(F)	2/15/40	b3/2/40

COLUMBIA

Current 1939-40

Angels Over Broadway (D)	79	Doug. Fairbanks, Jr.-R. Hayworth	(A)	9/30/40	b10/12/40
Babies for Sale (D)	64	Rochelle Hudson-Glenn Ford	(A)	5/16/40	b5/18/40
Before I Hang (D)	63	Boris Karloff-Evelyn Keyes	(F)	9/17/40	b10/12/40
Blazing Six Shooters (W)	61	Charles Starrett-Iris Meredith	(F)	4/4/40	b3/16/40
Blondie Has Servant Trouble (C)	69	Penny Singleton-Arthur Lake	(F)	7/25/40	b7/27/40
Doctor Takes a Wife (C)	88	Loretta Young-Ray Milland	(A)	4/25/40	b4/27/40
Five Little Peppers in Trouble (D)	64	Edith Fellows-Tommy Bond	(F)	9/1/40	b1/18/41
Girls of the Road (D)	61	Ann Dvorak-Helen Mack-L. Lane	(A)	6/20/40	b7/27/40
Glamour for Sale (D)	59	Anita Louise-Roger Pryor	(A)	9/27/40	b11/9/40
He Stayed for Breakfast (C)	89	Loretta Young-Melvyn Douglas	(A)	8/22/40	b8/10/40
Howards of Virginia (H-D)	117	Cary Grant-Martha Scott-Carlson	(F)	9/19/40	b8/31/40
I Married Adventure	78	Travelogue Feature	(F)	7/24/40	b8/3/40
Island of Doomed Men (D)	67	Peter Lorre-Rochelle Hudson	(A)	5/20/40	b6/8/40
Lady in Question (D)	81	Brian Aherne-Rita Hayworth	(A)	8/7/40	b8/10/40
Lone Wolf Meets a Lady (My)	71	Warren William-Jean Muir	(F)	5/30/40	b5/18/40
Mad Men of Europe (D)	72	Edmund Gwenn-Mary Maguire	(F)	6/3/40	b5/25/40
Man from Tumbleweeds (W)	59	Bill Elliott-Iris Meredith		5/2/40	a5/25/40
Man with Nine Lives (D)	73	Boris Karloff-Jo Ann Sayers	(A)	4/18/40	b4/20/40
Military Academy (D)	66	Tommy Kelly-Bobby Jordan	(F)	7/18/40	b7/20/40
Out West with the Peppers (D)	62	Edith Fellows-Dorothy Peterson	(F)	6/30/40	b7/20/40
Passport to Alcatraz (D)	60	Jack Holt-Cecelia Callejo		6/6/40	b5/25/40
Return of Wild Bill (W)	60	Bill Elliott-Iris Meredith	(F)	6/27/40	b7/13/40
Secret Seven (D)	62	Bruce Bennett-Florence Rice	(F)	8/15/40	b8/17/40
Texas Stagecoach (W)	59	Chas. Starrett-Iris Meredith	(F)	5/23/40	b3/30/40
Twenty-one Days Together (D)	72	Vivien Leigh-Laurence Olivier	(A)	5/16/40	b4/6/40
		(Reviewed as "Three Weeks Together")			

Current 1940-41

Across the Sierras (W)	58	Bill Elliott-Luana Walters		2/13/41	a11/16/40
Adam Had Four Sons (D)	80	Warner Baxter-Ingrid Bergman	(A)	2/18/41	b2/22/41
Arizona (D)	128	Jean Arthur-Holden-William	(A)	12/25/40	b11/23/40
Beyond the Sacramento (W)	57	Bill Elliott-Evelyn Keyes	(F)	11/14/40	b3/15/41
Blondie Goes Latin (C)	68	Penny Singleton-Arthur Lake	(F)	2/27/41	b3/1/41
Blondie Plays Cupid (C)	68	Penny Singleton-Arthur Lake	(F)	10/31/40	b11/2/40
Devil Commands (D)	65	Boris Karloff-Amanda Duff	(A)	2/3/41	b2/8/41
Durango Kid (W)	60	Chas. Starrett-Luana Walters	(F)	8/15/40	b8/31/40
Ellery Queen, Master Detective (My-D)	68	Ralph Bellamy-Margaret Lindsay	(F)	11/30/40	b11/30/40
Escape to Glory (C-D)	74	Constance Bennett-Pat O'Brien	(A)	11/28/40	b11/23/40
Face Behind the Mask (D)	69	Peter Lorre-Evelyn Keyes	(A)	1/16/41	b2/15/41
Fugitive from a Prison Camp (D)	59	Jack Holt-Marian Marsh	(F)	9/5/40	b8/10/40
Girls Under 21	64	Paul Kelly-Rochelle Hudson	(F)	10/24/40	b11/16/40
Great Plane Robbery (D)	53	Jack Holt-Vicki Lester	(A)	12/9/40	b11/23/40
Lone Wolf Keeps a Date (C-D)	64	Warren William-Frances Robinson	(A)	11/23/40	b11/23/40
Lone Wolf Takes a Chance (My)		Warren William-June Storey		3/6/41	a1/11/41
Meet Boston Blackie (D)	69	Chester Morris-Rochelle Hudson	(A)	2/20/41	b3/1/41
Missing Ten Days (D)	82	Rex Harrison-Karen Verne	(F)	2/28/41	b10/21/39
		(Reviewed as "Ten Days In Paris")			
Nobody's Children (D)	65	Edith Fellows-Lois Wilson	(F)	10/17/40	b1/25/41
Outlaws of the Panhandle (W)	59	Chas. Starrett-Frances Robinson		2/27/41	a8/31/40
Phantom Submarine (D)	70	Anita Louise-Bruce Bennett	(F)	12/20/40	b2/22/41
Pinto Kid (W)	61	Charles Starrett-Louise Currie		1/9/41	a7/13/40
Prairie Schooners (W)	58	Bill Elliott-Evelyn Young	(F)	9/30/40	b11/9/40
So You Won't Talk? (C)	69	Joe E. Brown-Frances Robinson	(F)	10/3/40	b9/28/40
This Thing Called Love (C)	95	Melvyn Douglas-Rosalind Russell	(A)	1/2/41	b12/28/40
Thundering Frontier (W)	57	Charles Starrett-Iris Meredith	(F)	12/5/40	b9/21/40
West of Abilene (W)	58	Charles Starrett-Marjorie Cooley	(F)	10/21/40	b7/20/40
Wildcat of Tucson (W)	59	Bill Elliott-Evelyn Young		12/31/40	a10/26/40

Coming 1940-41

Chain Gang (D)		Otto Kruger-Gloria Dickson			a3/15/41
Ellery Queen's Penthouse Mystery (My)	68	Ralph Bellamy-Margaret Lindsay	(F)	3/24/41	b3/1/41
Great Swindle (D)		Jack Holt-Marjorie Reynolds		4/30/41	a6/29/40
		(Former title "Tampered Evidence")			
Her First Beau (C-D)		Jane Withers-Jackie Cooper			a3/15/41
Naval Academy (D)		Jimmy Lydon-Fred. Bartholomew			a3/15/41
North From the Lone Star (W)		Bill Elliott-Dorothy Fay		3/31/41	a3/8/41
Penny Serenade (C)		Irene Dunne-Cary Grant		4/17/41	a12/21/40
Return of Daniel Boone (W)		Bill Elliott-Betty Miles			In Prod.
Senate Page Boys (D)		Herbert Marshall-Virginia Bruce			a3/15/41
She Knew All the Answers		Franchot Tone-Joan Bennett			In Prod.
They Dare Not Love (D)		Martha Scott-George Brent		4/24/41	a2/22/41
Time Out For Rhythm (D-M)		Rudy Vallee-Rosemary Lane			a3/15/41
Under Age (D)		Nan Grey-Alan Baxter-Tom Neal		4/24/41	a3/15/41

DISNEY

Fantasia (FA)	150	Technicolor Cartoon	(F)		b11/16/40

MGM

Current 1939-40

And One Was Beautiful (D)	70	Jean Muir-Robert Cummings	(A)	4/5/40	b4/6/40
Andy Hardy Meets Debutante (C)	86	Mickey Rooney-Lewis Stone	(F)	7/5/40	b7/6/40
Boom Town (D)	120	Gable-Tracy-Lamarr-Colbert	(A)	8/30/40	b8/10/40
Captain Is a Lady (C)	65	Coburn-Billie Burke-B. Bondi	(F)	6/21/40	b6/29/40
Dr. Kildare's Strange Case (D)	76	Lionel Barrymore-Lew Ayres	(F)	4/12/40	b4/6/40
Edison the Man (D)	107	Spencer Tracy-Rita Johnson	(F)	5/10/40	b5/25/40
Forty Little Mothers (C)	90	Eddie Cantor-Rita Johnson	(F)	4/26/40	b4/20/40
Golden Fleecing (C-D)	70	Rita Johnson-Lew Ayres	(F)	8/16/40	b8/24/40
Gold Rush Maisie (C)	82	Ann Sothern-Lee Bowman	(F)	7/26/40	b8/3/40
I Love You Again (C)	99	Wm. Powell-Myrna Loy	(A)	8/9/40	b8/10/40
Mortal Storm (D)	100	Margaret Sullavan-Jas. Stewart	(F)	6/14/40	b6/15/40
New Moon (D)	102	Jeanette MacDonald-Nelson Eddy	(F)	6/28/40	b6/15/40
Phantom Raiders (My)	70	Walter Pidgeon-Florence Rice	(F)	5/31/40	b6/1/40
Pride and Prejudice (C-D)	117	Greer Garson-L. Olivier	(F)	8/2/40	b7/13/40
Sporting Blood (D)	82	R. Young-M. O'Sullivan-L. Stone	(F)	7/12/40	b7/13/40

MGM

Current 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Susan and God (D)	117	Joan Crawford-Fredric March	(A)	6/7/40	b6/8/40
20 Mule Team (D)	84	Wallace Beery-Leo Carrille	(F)	5/3/40	b5/4/40
Two Girls on Boadway (Mu-D)	73	Turner-Murphy-Blondell	(F)	4/19/40	b4/27/40
Waterloo Bridge (D)	10	Vivien Leigh-Robert Taylor	(A)	5/17/40	b5/18/40
We Who Are Young (D)	78	Lana Turner-John Shelton	(A)	7/19/40	b7/20/40

Current 1940-41

Andy Hardy's Private Secretary (C)	101	Mickey Rooney-Lewis Stone	(F)	2/21/41	b2/22/41
Bittersweet (Tech.) (Mu)	94	Jeanette MacDonald-Nelson Eddy	(F)	11/8/40	b11/16/40
Blonde Inspiration (C)	72	Shelton-Grey-Dekker-Nolan	(F)	2/7/41	b2/8/41
Come Live With Me (C-D)	85	James Stewart-Hedy Lamarr	(A)	1/31/41	b1/25/41
Comrade X (C)	88	Clark Gable-Hedy Lamarr	(A)	12/13/40	b12/7/40
Dr. Kildare Goes Home (D)	80	Barrymore-Ayres-Day	(F)	9/6/40	b9/7/40
Dr. Kildare's Crisis (D)	74	L. Barrymore-Ayres-Rob't Young	(F)	11/29/40	b12/7/40
Dulcy (C)	73	A. Sothern-Ian Hunter-B. Burke	(F)	10/4/40	b10/5/40
Escape (D)	104	Norma Shearer-Robert Taylor	(A)	11/1/40	b11/2/40
Flight Command (D)	115	Robt. Taylor-Ruth Hussey	(F)	1/3/41	b12/21/40
Free and Easy (C)	55	Ruth Hussey-Robert Cummings	(A)	2/28/41	b3/8/41
Gallant Sons (My-D)	76	Jackie Cooper-Gene Reynolds	(F)	11/15/40	b11/16/40
Gone With the Wind (D)	228	Gable-Leigh-Howard (Tech.)	(F)	1/17/41	b12/16/39
Go West (C)	82	Marx Brothers	(F)	12/6/40	b12/14/40
Haunted Honeymoon (C-D)	82	Robt. Montgomery-C. Cummings	(A)	9/20/40	b8/31/40
Hullabaloo (C)	77	Frank Morgan-Billie Burke	(F)	10/25/40	b11/2/40
Keeping Company (D)	78	John Shelton-Ann Rutherford	(F)	12/20/40	b1/4/41
Land of Liberty (Doc)	98	Special Subject	(F)	1/24/41	b1/11/41
Little Nellie Kelly (Mu-C)	98	Judy Garland-Geo. Murphy	(F)	11/22/40	b11/16/40
Maisie Was a Lady (C)	79	Ann Sothern-Maureen O'Sullivan	(A)	1/10/41	b1/11/41
Penalty, The (D)	80	Lionel Barrymore-Edw. Arnold		3/14/41	b3/15/41
Philadelphia Story (C)	110	Katharine Hepburn-James Stewart	(A)	1/17/41	b11/30/40
Rage in Heaven (D)	83	Rob't Montgomery-Ingrid Bergman	(A)	3/7/41	b3/8/41
Sky Murder (My)	72	Walter Pidgeon-Donald Meek	(F)	9/27/40	b9/28/40
Strike up the Band (Mu-C)	120	Mickey Rooney-Judy Garland	(F)	9/27/40	b9/21/40
Third Finger, Left Hand (C)	96	Myrna Loy-Melvyn Douglas	(A)	10/11/40	b10/12/40
Trial of Mary Dugan (My-D)	90	Laraine Day-Robert Young	(F)	2/14/41	b2/15/41
Wild Man of Borneo (C)	78	Frank Morgan-Billie Burke	(F)	1/24/41	b2/1/41
Wyoming (C-D)	87	Wallace Beery-Marjorie Main	(A)	9/13/40	b9/14/40

Coming 1940-41

Bad Man (D)		Wallace Beery-Lionel Barrymore		3/28/41	a1/25/41
Billy the Kid (Tech.) (D)		Rob't Taylor-Maureen O'Sullivan			a2/1/41
Blossoms in the Dust (Tech.)		Greer Garson-Walter Pidgeon			In Prod.
Dr. Jekyll and Mr. Hyde (D)		Spencer Tracy-Ingrid Bergman			In Prod.
Lady Be Good (Mu)		Eleanor Powell-Ann Sothern			In Prod.
Love Crazy (C)		Wm. Powell-Myrna Loy-Fay Bainter			In Prod.
Man From the City		Virginia Weidler-Robt. Sterling			In Prod.
Men of Boys Town (D)	106	Spencer Tracy-Mickey Rooney		4/11/41	b3/15/41
People vs. Dr. Kildare		Lew Ayres-Lionel Barrymore		4/25/41	In Prod.
Uniform, The		Clark Gable-Rosalind Russell			In Prod.
Washington Melodrama		Frank Morgan-Ann Rutherford		4/4/41	In Prod.
Woman's Face		Joan Crawford-Melvyn Douglas			In Prod.
Ziegfeld Girl (Mu)		Stewart-Garland-Lamarr-Martin		4/18/41	a1/18/41

MONOGRAM

Current 1939-40

Arizona Frontier (W)	55	Tex Ritter-Evelyn Finley	(F)	8/19/40	b8/31/40
Boys of the City (C-D)	63	East Side Kids	(F)	7/15/40	b7/20/40
Covered Wagon Trails (W)	52	Jack Randall	(F)	4/10/40	b5/11/40
Cowboy from Sundown (W)	58	Tex Ritter	(F)	5/9/40	b5/11/40
Doomed to Die (My)	67	Boris Karloff-Marjorie Reynolds	(F)	8/5/40	b8/3/40
Golden Trail (W)	52	Tex Ritter	(F)	7/3/40	b7/6/40
Haunted House (D)	70	Marcia Mae Jones-Jackie Moran	(F)	7/22/40	b7/20/40
Kid From Santa Fe (W)		Jack Randall		5/23/40	a4/27/40
Land of the Six Guns (W)	54	Jack Randall-Louise Stanley	(F)	5/2/40	b6/29/40
Last Alarm (D)	61	Warren Hull-Polly Ann Young	(F)	6/25/40	b7/6/40
Laughing at Danger (D)	62	Frankie Darro-Joy Hodges	(F)	8/12/40	b8/3/40
Missing People	69	Will Fyffe-Kay Walsh	(F)	8/19/40	b11/9/40
Mysterious Mr. Reeder	63	Will Fyffe	(A)	4/30/40	b5/11/40
On the Spot (D)	61	Frankie Darro-Mary Kornman	(F)	6/11/40	b6/8/40
Pals of the Silver Sage (W)	52	Tex Ritter-Sugar Dawn	(F)	4/20/40	b5/4/40
Queen of the Yukon (D)	73	Chas. Bickford-Irene Rich	(F)	8/26/40	b9/14/40
Rainbow Over the Range (W)	59	Tex Ritter-Dorothy Fay	(F)	7/29/40	b8/3/40
Riders From Nowhere (W)	45	Jack Randall-Margaret Roach		6/6/40	a4/27/40
Sky Bandits		James Newill		4/15/40	a3/16/40
		(Former title "Phantom Pilot")			
Tomboy (D)	70	Marcia Mae Jones-Jackie Moran	(F)	4/20/40	b4/27/40
Un In the Air (My-D)	61	Frankie Darro-Marjorie Reynolds	(F)	9/9/40	b9/14/40
Who Is Guilty? (D)	60	Ben Lyon	(F)	9/2/40	b9/7/40
Wild Horse Range (W)	53	Jack Randall	(F)	6/25/40	b6/22/40

Current 1940-41

Ape, The (D)	62	Boris Karloff	(F)	9/30/40	b10/26/40
Chamber of Horrors (D)	83	Leslie Banks-Gina Malo	(A)	12/20/40	b6/29/40
Dead Man's Shoes (My)		Leslie Banks-Wilfred Lawson		1/15/41	Not Rev.
Drums of the Desert (D)	64	Ralph Byrd-Lorna Grey	(F)	10/7/40	b10/12/40
Flying Wild (D)	65	East Side Kids-Joan Barclay	(F)	3/10/41	b3/1/41
Her First Romance (C-D)	77	Edith Fellows-Wilbur Evans	(F)	12/25/40	b12/28/40
Ol' Swimmin' Hole (D)	78	Marcia Mae Jones-J. Moran	(F)	10/2/40	b10/26/40
Orphans of the North (T)		Adventure film		7/29/40	Not Rev.
Outsider (D)	91	Geo. Saunders-Mary Maguire	(F)	9/15/40	b3/23/40
Phantom of Chinatown (My)	62	Keye Luke-Lotus Long	(F)	11/11/40	b11/23/40
Pride of the Bowery	63	Leo Gorcey-Bobby Jordan	(F)	12/15/40	b1/25/41
Range Busters (W)	56	Ray Corrigan-Max Terhune	(F)	3/22/40	b9/14/40
Ridin' The Cherokee Trail (W)	60	Tex Ritter-Slim Andrews	(F)	2/25/41	b2/22/41
Rollin' Home to Texas (W)	63	Tex Ritter-Slim Andrews	(F)	12/30/40	b2/1/41
Sign of the Wolf (D)		Grace Bradley-Louise Beavers		3/15/41	a2/22/41
Take Me Back to Oklahoma (W)	64	Tex Ritter-Terry Walker	(F)	11/11/40	b11/30/40
That Gang of Mine (D)	62	Bobby Jordan-Leo Gorcey	(F)	9/23/40	b10/5/40
Trailin' Double Trouble (W)	58	Ray Corrigan-John King	(F)	10/7/40	b10/19/40
Trail of the Silver Spurs (W)	55	Corrigan-King-Terhune	(F)	1/5/41	b3/8/41
West of Pinto Basin (W)	56	Corrigan-King-Terhune	(F)	11/14/40	b12/7/40
You're Out of Luck (D)	62	Darro-Moreland	(F)	1/20/41	b1/18/41

Coming 1940-41

Kid's Last Ride (W)		John King-Ray Corrigan			a1/11/41
		(Former title "Prairie Schooldays")			
Tumbledown Ranch in Arizona (W)		Range Busters		3/28/41	In Prod.

PARAMOUNT

Current 1939-40

Adventure in Diamonds (D)	72	Isa Miranda-George Brent	(A)	4/5/40	b1/27/40
Biscuit Eater (D)	79	Billie Lee-Cordell Hickman	(F)	5/24/40	b4/13/40
Buck Benny Rides Again (C)	85	Jack Benny-Virginia Dale	(F)	5/3/40	b4/13/40
Comin' Round the Mountain (C)	72	Bob Burns-Una Merkel	(F)	8/16/40	b8/17/40
Dr. Cyclops (Tech.) (D)	75	Albert Dekker-Janice Logan	(A)	4/12/40	b3/9/40
French Without Tears (C)	85	Ray Milland-Ellen Drew	(A)	4/26/40	b11/11/39
Ghost Breakers (My-D)	78	Bob Hope-Paulette Goddard	(F)	6/21/40	b6/8/40
Golden Gloves (D)	68	Jean Cagney-Robert Ryan	(A)	8/2/40	b8/3/40
Great McGinty (D)	85	Brian Donlevy-Akim Tamiroff	(A)	8/23/40	b7/27/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

PARAMOUNT

Current 1939-40 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Hidden Gold (W)	61	Wm. Boyd-Russell Hayden	(F)	6/7/40	b5/18/40
Light of the Western Stars (W)	65	Jory-Hayden-Sayers	(F)	4/19/40	b4/27/40
Mystery Sea Raider (D)	77	Henry Wilcoxon-Carole Landis	(F)	8/9/40	b8/10/40
North West Mounted Police (D)	126	Cooper-Carroll-Goddard (Tech.)	(F)	12/27/40	b10/26/40
Opened by Mistake (C)	67	Charles Ruggles-Robert Paige	(F)	5/10/40	b5/11/40
Queen of the Mob (D)	60	Jean Cagney-Richard Denning	(A)	6/28/40	b6/29/40
Safari (D)	86	Madeleine Carroll-Fairbanks, Jr.	(F)	6/14/40	b6/8/40
Stagecoach War (W)	61	Wm. Boyd-Russell Hayden	(F)	7/12/40	b7/6/40
Those Were the Days (C)	75	Wm. Holden-Bonita Granville	(F)	5/31/40	b5/25/40
Typhoon (Tech.) (D)	71	Dorothy Lamour-Robert Preston	(F)	5/17/40	b5/4/40
Untamed (D) (Tech.)	82	Milland-Tamiroff-Morison	(A)	7/26/40	b6/29/40
Way of All Flesh (D)	84	Akim Tamiroff-William Henry	(A)	7/5/40	b6/1/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Arise, My Love (D)	110	Claudette Colbert-Ray Milland	(A)	11/8/40	b10/19/40
Cherokee Strip (W)	86	Richard Dix-William Henry	(F)	10/11/40	b10/5/40
Christmas in July (D)	68	Dick Powell-Ellen Drew	(F)	10/25/40	b9/21/40
Dancing on a Dime (Mu-C)	73	Grace MacDonald-Robt. Paige	(F)	11/1/40	b10/12/40
Doomed Caravan (W)	60	Bill Boyd-Russell Hayden	(F)	1/10/41	b1/11/41
Hard Boiled Canary (Mu)	80	Allan Jones-Susanna Foster	(F)	3/7/41	b3/1/41
I Want a Divorce (D)	94	Dick Powell-Joan Blondell	(A)	9/20/40	b9/7/40
Life With Henry (C)	80	Jackie Cooper-Leila Ernst	(F)	1/24/41	b1/18/41
Love Thy Neighbor (C)	82	Jack Benny-Fred Allen	(F)	12/27/40	b12/21/40
Mad Doctor (D)	90	Basil Rathbone-Ellen Drew	(F)	2/14/41	b2/15/41
Monster and the Girl (D)	64	Ellen Drew-Onslow Stevens	(A)	2/28/41	b2/15/41
Moon Over Burma (D)	82	D. Lamour-R. Preston-P. Foster	(A)	10/18/40	b10/19/40
Night at Earl Carroll's (My)	70	J. Carrol Naish-E. Carroll Girls	(F)	12/6/40	b11/23/40
Quarterback (C-D)	72	Wayne Morris-Virginia Dale	(F)	10/4/40	b10/5/40
Rangers of Fortune (D)	80	MacMurray-Morison-Dekker	(F)	9/27/40	b9/14/40
Rhythm on the River (Mu)	90	Bing Crosby-Mary Martin	(F)	9/6/40	b8/24/40
Second Chorus (Mu)	88	Fred Astaire-Paulette Goddard	(F)	1/3/41	b11/30/40
Texas Rangers Ride Again (W)	67	J. Howard-Ellen Drew-M. Robson	(F)	12/13/40	b11/9/40
Three Men From Texas (W)	75	William Boyd-Russell Hayden	(F)	11/15/40	b9/14/40
Victory (D)	79	Fredric March-Betty Field	(A)	1/17/41	b12/21/40
Virginia (Tech.) (D)	108	Madeleine Carroll-F. MacMurray	(F)	2/21/41	b1/18/41
World in Flames (Doc)	60	Newsreel Compilation	(A)	10/25/40	b10/19/40
You're the One (Mu)	81	Orrin Tucker-Bonnie Baker	(F)	2/7/41	b2/8/41

Coming 1940-41

Title	Stars	Rel. Date	See Issue of
Border Vigilantes (W)	Bill Boyd-Russell Hayden	4/18/41	a1/11/41
Caught in the Draft (C)	Bob Hope-Dorothy Lamour	5/30/41	a3/1/41
Hold Back the Dawn	Chas. Boyer-Olivia de Havilland		In Prod.
In Old Colorado (W)	Wm. Boyd-Russell Hayden	(F) 3/14/41	b3/1/41
I Wanted Wings (D)	Brian Donlevy-Ray Milland	7/18/41	a12/7/40
Kiss the Boys Goodbye	D. Ameche-M. Martin-O. Levant	7/4/41	a3/8/41
Lady Eve (D)	Barbara Stanwyck-Henry Fonda	(F) 3/21/41	b3/1/41
Las Vegas Nights (Mu-C)	Phil Regan-Bert Wheeler-Dorsey	3/28/41	a1/18/41
Little Miss Muffett	Ann Shirley-Richard Carlson	7/25/41	In Prod.
New York Town	Mary Martin-Fred MacMurray	7/25/41	a11/30/40
Night of January 16th (My)	Ellen Drew-Robt. Preston		In Prod.
One Night in Lisbon (CD)	Madeleine Carroll-Fred MacMurray	5/16/41	a2/8/41
Pioneer Woman (D)	Barbara Stanwyck-Joel McCrea		In Prod.
Pirates on Horseback (W)	Wm. Boyd-Russell Hayden	6/6/41	a1/25/41
Power Dive	Richard Arlen-Jean Parker	4/25/41	In Prod.
Reaching for the Sun (D)	Joel McCrea-Ellen Drew	5/2/41	a11/2/40
Road to Zanzibar (C-M)	Crosby-Lamour-Hope	(F) 4/11/41	b3/15/41
Round-Up (W)	Richard Dix-Patricia Morison	(F) 4/4/41	b3/15/41
Shepherd of the Hills (D)	John Wayne-Betty Field (Tech.)	6/13/41	a11/9/40
Skylark (CD)	Claudette Colbert-Ray Milland		a3/1/41
Wide Open Town (W)	William Boyd-Russell Hayden		a3/1/41

Coming 1941-42

Title	Stars	Rel. Date	See Issue of
Mr. Bug Goes to Town	Tech. Cartoon Feature		In Prod.

PRODUCERS RELEASING CO.

Title	Mins.	Stars		Rel. Date	See Issue of
Arizona Gang Busters (W)	60	Tim McCoy		9/16/40	Not Rev.
Billy the Kid's Gun Justice (W)	63	Bob Steele		12/27/40	Not Rev.
Billy the Kid in Texas (W)	55	Bob Steele		9/30/40	Not Rev.
Billy the Kid Outlawed (W)	55	Bob Steele		7/20/40	Not Rev.
Billy the Kid's Range War (W)	60	Bob Steele		1/24/41	Not Rev.
Billy the Kid's Trigger Pals (W)		Bob Steele		3/3/41	Not Rev.
Caught in the Act (C)	62	Henry Armetta		1/17/41	Not Rev.
Devil Bat (My)	69	Bela Lugosi		12/13/40	Not Rev.
Federal Fugitives (D)		Neil Hamilton		3/28/41	Not Rev.
Frontier Crusader (W)	64	Tim McCoy		6/1/40	Not Rev.
Gun Code (W)	55	Tim McCoy		8/3/40	Not Rev.
Hold That Woman (C-D)	66	James Dunn-Frances Gifford	(F)	6/28/40	b8/3/40
I Take This Oath (D)	67	Joyce Compton-Gordon Jones		5/20/40	Not Rev.
Misbehaving Husbands (C)	66	Harry Langdon-Betty Blythe	(F)	12/20/40	b12/14/40
Lone Raider Rides On (W)	64	George Houston		1/10/41	Not Rev.
Lone Rider Crosses the Rio (W)		George Houston		2/28/41	Not Rev.
Marked Men (D)		Warren Hull-Isabel Jewell		8/28/40	Not Rev.
Outlaws of the Rio Grande (W)	53	Tim McCoy	(F)	3/7/41	b3/1/41
Riders of Black Mountain (W)	59	Tim McCoy		11/11/40	Not Rev.
Secret Evidence (My)	64	Charles Quigley-Marjorie Reynolds	(F)	1/31/41	b2/8/41

R.K.O.-RADIO

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Abe Lincoln In Illinois (D)	107	Raymond Massey-Ruth Gordon	(F)	4/19/40	b1/6/40
Anne of Windy Poplars (D)	89	Anne Shirley-James Ellison	(F)	6/28/40	b6/22/40
Beyond Tomorrow (D)	84	Richard Carlson-Jean Parker	(A)	5/10/40	b3/30/40
Bill of Divorcement (D)	73	Maureen O'Hara-Adolphe Menjou	(A)	5/31/40	b3/16/40
Bullet Code (W)	59	George O'Brien-Virginia Vale	(F)	4/12/40	b3/2/40
Courageous Dr. Christian (D)	67	Jean Hersholt-Dorothy Lovett	(F)	4/5/40	b3/23/40
Cross Country Romance (C)	66	Gene Raymond-Wendy Barrie	(F)	7/12/40	b6/29/40
Curtain Call (C)	61	Barbara Reed-John Archer	(F)	4/26/40	b4/13/40
Dance, Girl, Dance (D)	82	Maureen O'Hara-Louis Hayward	(A)	8/23/40	b8/31/40
Dr. Christian Meets the Women (D)	63	Jean Hersholt-Dorothy Lovett	(F)	7/5/40	b6/29/40
Irene (Mu-C) (Part Tech.)	101	Anna Neagle-Ray Milland	(F)	5/3/40	b4/20/40
Lucky Partners (C)	101	Ginger Rogers-Ronald Colman	(A)	8/23/40	b8/17/40
Millionaires in Prison (D)	62	Lee Tracy-Linda Hayes	(A)	7/26/40	b6/29/40
My Favorite Wife (C)	83	Dunne-Grant-Scott	(A)	5/17/40	b5/4/40
One Crowded Night (D)	66	Billie Seward-Don Costello	(A)	8/9/40	b8/3/40
Pop Always Pays (C)	66	Leon Errol-Dennis O'Keefe	(F)	6/21/40	b6/22/40
Prairie Law (W)	62	Geo. O'Brien-Virginia Vale	(F)	6/7/40	b6/22/40
Queen of Destiny (H-D) (Reviewed as "Sixty Glorious Years")	90	Neagle-Walbrook (Tech.)	(F)	8/2/40	b10/29/38
Saint Takes Over (D)	60	Geo. Sanders-Wendy Barrie	(F)	6/7/40	b4/27/40
Stage to Chino (W)	59	George O'Brien	(F)	7/26/40	b7/27/40
Stranger on the Third Floor (D)	62	Peter Lorre-Margaret Tallichet	(A)	8/16/40	b9/7/40
Tom Brown's Schooldays (D)	84	Jimmy Lydon-Hardwicke	(F)	7/19/40	b6/22/40
Triple Justice (W)	66	Geo. O'Brien-Virginia Vale	(F)	9/27/40	b10/19/40
Wildcat Bus (D)	62	Fay Wray-Charles Lang	(F)	8/23/40	b8/17/40
You Can't Fool Your Wife (C)	68	Lucille Ball-James Ellison	(F)	5/24/40	b5/25/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Along the Rio Grande (W)	66	Tim Holt-Betty Jane Rhodes	(F)	2/7/41	b2/1/41
Citizen Kane (D)		Orson Welles-Dorothy Comingore		2/28/41	Not Rev.
Convoy (D)	89	Clive Brook-John Clements	(F)	1/3/41	b12/7/40
Dreaming Out Loud (C)	81	Lum & Abner-Frances Langford	(F)	9/13/40	b9/14/40
Fargo Kid (W)	65	Tim Holt-Jane Drummond	(F)	12/6/40	b11/2/40
Girl, A Guy and A Gob (C)	91	Geo. Murphy-Lucille Ball	(F)	3/14/41	b3/1/41
I'm Still Alive (D)	66	Linda Hayes-Kent Taylor	(F)	9/27/40	b9/21/40
Kitty Foyle (D)	105	Ginger Rogers-Dennis Morgan	(A)	12/27/40	b12/28/40
Laddie (D)	68	Tim Holt-Virginia Gilmore	(F)	10/18/40	b9/21/40
Let's Make Music (Mu-C)	84	Bob Crosby-Jean Rogers	(F)	1/17/41	b12/14/40
Li'l Abner (C)	78	Granville Owen-Kay Sutton	(F)	11/1/40	b11/9/40
Little Men (D)	84	Kay Francis-Lydon-Oakie	(F)	1/10/41	b12/7/40
Men Against the Sky (D)	74	Richard Dix-Wendy Barrie	(F)	9/6/40	b8/24/40
Mexican Spitfire Out West (C)	75	Lupe Velez-Leon Errol	(A)	11/15/40	b10/12/40

R.K.O.-RADIO

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Mr. and Mrs. Smith (C)	95	Carole Lombard-Robt. Montgomery	(A)	1/31/41	b1/18/41
No, No, Nanette (Mu)	96	Anna Neagle-Richard Carlson	(F)	12/20/40	b12/21/40
Playgirl (C-D)	75	Kay Francis-James Ellison	(A)	2/14/41	b12/21/40
Ramparts We Watch (Doc)	90	March of Time Feature		8/16/40	b7/27/40
Remedy For Riches (D)	60	Jean Hersholt-Dorothy Lovett	(F)	11/29/40	b11/23/40
Scattergood Baines (C)	69	Guy Kibbee-Carol Hughes	(F)	2/21/41	b2/15/41
Saint in Palm Springs (My)	67	George Sanders-Wendy Barrie	(F)	1/24/41	b1/4/41
They Knew What They Wanted (D)	96	Charles Laughton-Carole Lombard	(A)	10/25/40	b10/12/40
Too Many Girls (Mu)	85	Richard Carlson-Lucille Ball	(A)	11/8/40	b10/12/40
Villain Still Pursued Her (D)	66	Anita Louise-Richard Cromwell	(F)	10/11/40	b7/27/40
Wagon Train (W)	62	Tim Holt-Martha O'Driscoll	(F)	10/4/40	b10/12/40
You'll Find Out (My-C)	97	Kay Kyser-Peter Lorre-Karloff	(F)	11/22/40	b11/16/40

Coming 1940-41

Title	Stars	Rel. Date	See Issue of
Bambi	Disney Cartoon Feature		In Prod.
Before the Facts	Cary Grant-Joan Fontaine		In Prod.
Devil and Miss Jones (D)	Jean Arthur-Chas. Coburn	4/14/41	a2/15/41
Footlight Fever (C) (Former title "Show Business")	Alan Mowbray-Donald McBride	3/21/41	a1/18/41
Hurry, Charlie, Hurry (C)	Leon Errol-Mildred Coles	5/2/41	In Prod.
Melody for Three (D)	Jean Hersholt-Fay Wray	(F) 3/28/41	b3/8/41
My Life With Caroline	Ronald Colman-Anna Lee		In Prod.
Reluctant Dragon	Benchley and Cartoon Characters		In Prod.
Repent at Leisure (C-D)	Kent Taylor-Wendy Barrie	4/4/41	a3/1/41
Robbers of the Range (W)	Tim Holt-Ray Whitley	4/18/41	a2/8/41
Scattergood Pulls the Strings (C-D)	Guy Kibbee		In Prod.
Sunny (Mu)	A. Neagle-J. Carroll-R. Bolger		In Prod.
They Met In Argentina (Mu-D)	Ellison-O'Hara-Ebsen	4/25/41	a2/15/41
Tom, Dick and Harry	Ginger Rogers-Geo. Murphy	5/19/41	In Prod.

REPUBLIC

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Carolina Moon (Mu-W)	65	Gene Autry-Burnette-June Storey	(F)	7/15/40	b7/20/40
Carson City Kid (W)	57	Roy Rogers-"Gabby" Hayes	(F)	7/1/40	b6/22/40
Crooked Road (D)	66	Edmund Lowe-Irene Hervey	(A)	5/10/40	b5/11/40
Covered Wagon Days (W)	56	Three Mesquiteers	(F)	4/22/40	b5/11/40
Dark Command (H-D)	94	John Wayne-Claire Trevor	(F)	4/15/40	b4/13/40
Earl of Puddlestone (C)	67	The Gleasons	(F)	8/31/40	b8/17/40
Gangs of Chicago (D)	66	Lola Lane-Lloyd Nolan-MacLane	(F)	5/19/40	b5/25/40
Gaucho Serenade (W)	66	Gene Autry-Smiley Burnette	(F)	5/10/40	b5/18/40
Girl From God's Country (D)	75	Chester Morris-Chas. Bickford	(F)	7/30/40	b7/27/40
Grand Ole Opry (C)	68	Weaver Bros. & Elviry	(F)	6/25/40	b7/13/40
Grandpa Goes to Town (C)	66	The Gleasons-Harry Davenport	(F)	4/19/40	b4/20/40
Hi-Yo Silver (W)	60	Silver Chief-Lynn Roberts	(F)	4/10/40	b4/20/40
In Old Missouri (C)	67	Weaver Bros.-Elviry	(F)	4/17/40	b5/4/40
One Man's Law (W)	57	Don Barry-Janet Waldo	(F)	6/29/40	b7/13/40
Ranger and the Lady (W)	59	Roy Rogers-George Hayes	(F)	7/30/40	b7/27/40
Rocky Mountain Rangers (W)	58	Three Mesquiteers	(F)	5/24/40	b6/8/40
Scatterbrain (C)	73	Judy Canova-Alan Mowbray	(F)	7/20/40	b7/13/40
Sing, Dance, Plenty Hot (Mu)	72	Ruth Terry-Johnny Downs	(F)	8/10/40	b8/3/40
Three Faces West (D) (Reviewed as "The Refugee")	81	J. Wayne-Sigrid Gurie-C. Coburn	(F)	7/12/40	b6/22/40
Wagons Westward (D)	69	Chester Morris-Anita Louise	(F)	6/19/40	b6/29/40
Women in War (D)	71	Elsie Janis-Wendy Barrie	(F)	6/6/40	b6/1/40
Young Buffalo Bill (W)	59	Roy Rogers-George Hayes	(F)	4/12/40	b4/20/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Arkansas Judge (C)	72	Rogers-Weaver Bros. and Elviry	(F)	1/28/41	b1/25/41
Back in the Saddle (Mu-W)	73	Gene Autry-Smiley Burnette	(F)	3/14/41	b3/15/41
Barnyard Follies (Mu)	67	Mary Lee-June Storey-Ruth Davis	(F)	12/6/40	b11/23/40
Behind the News (D)	74	Lloyd Nolan-Doris Davenport	(F)	12/20/40	b12/21/40
Border Legion (W)	58	Roy Rogers-Geo. "Gabby" Hayes	(F)	12/5/40	b11/30/40
Bowery Boy (D)	71	Dennis O'Keefe-Louise Campbell	(F)	12/27/40	b1/4/41
Colorado (W)	57	Roy Rogers-George Hayes	(F)	9/15/40	b9/7/40
Friendly Neighbors (C)	67	Weaver Bros. & Elviry	(F)	11/7/40	b11/16/40
Frontier Vengeance (W)	57	Don Barry-Betty Moran	(F)	10/10/40	b10/12/40
Girl From Havana (D)	69	Dennis O'Keefe-Victor Jory	(A)	9/11/40	b9/14/40
Great Train Robbery (W)	61	Bob Steele-Claire Carleton	(F)	2/28/41	b3/8/41
Hit Parade of 1941 (Mu-C)	88	Kenny Baker-Frances Langford	(F)	10/15/40	b10 19/40
Lone Star Raiders (W)	57	Three Mesquiteers	(F)	12/23/40	b12/21/40
Man Betrayed (D)	73	John Wayne-F. Dee-Edw. Ellis	(A)	2/27/41	b3/15/41
Meet the Missus (C)	68	Roscoe Karns-Ruth Donnelly	(F)	11/29/40	b11/23/40
Melody and Moonlight (Mu)	72	Johnny Downs-Vera Vague	(F)	10/11/40	b10/5/40
Melody Ranch (Mu-C)	84	Gene Autry-Jimmy Durante	(F)	11/15/40	b11/23/40
Oklahoma Renegades (W)	57	Three Mesquiteers	(F)	8/29/40	b8/17/40
Petticoat Politics (C)	67	Roscoe Karns-Lois Ranson		1/31/41	b2/15/41
Phantom Cowboy (W)	57	Don Barry-Virginia Carroll	(F)	2/14/41	b2/22/41
Prairie Pioneers (W)	58	Three Mesquiteers	(F)	2/16/41	b2/22/41
Ride, Tenderfoot, Ride (W)	65	Autry-Burnette-June Storey	(F)	9/6/40	b8/24/40
Ridin' on a Rainbow (Mu-W)	79	Gene Autry-Smiley Burnette	(F)	1/24/41	b2/1/41
Robin Hood of the Pecos (W)	59	Roy Rogers-George Hayes	(F)	1/14/41	b1/18/41
Texas Terrors (W)	57	Don Barry-Al St. John	(F)	11/22/40	b11/23/40
Trail Blazers (W)	58	Three Mesquiteers	(F)	11/11/40	b11/2/40
Tulsa Kid (W)	57	Don "Red" Barry	(F)	8/16/40	b8/3/40
Under Texas Skies (W)	57	Three Mesquiteers	(F)	9/30/40	b9/21/40
Who Killed Aunt Maggie? (My)	69	John Hubbard-Wendy Barrie	(A)	11/1/40	b11/2/40
Wyoming Wildcat (W)	56	Don Barry-Julie Duncan	(F)	1/6/41	b1/11/41
Young Bill Hickok (W)	59	Roy Rogers-Geo. Hayes	(F)	10/21/40	b10/5/40

Coming 1940-41

Title	Stars	Rel. Date	See Issue of
In Old Cheyenne (W)	Roy Rogers-G. "Gabby" Hayes	3/28/41	a3/1/41
Mr. District Attorney (My)	Dennis O'Keefe-Peter Lorre	3/26/41	a3/1/41
Lady From New Orleans (D)	Ona Munson-John Wayne	3/28/41	a3/15/41
Pals of the Pecos (W)	Three Mesquiteers	4/15/41	a3/15/41
Rookies on Parade (C)	Bob Crosby-Ruth Terry	4/21/41	a3/15/41
Singing Hills (M-W)	Gene Autry-Smiley Burnette		In Prod.
Sis Hopkins (C)	Judy Canova-Bob Crosby	4/10/41	a2/22/41
Two-Gun Sheriff (W)	Don "Red" Barry-Lynn Merrick	4/11/41	a3/15/41

20TH CENT.-FOX

Current 1939-40

Title	Mins.	Stars		Rel. Date	See Issue of
Charlie Chan's Murder Cruise (My)	75	Sidney Toler-Marjorie Weaver	(F)	6/21/40	b5/11/40
Earthbound (C)	67	Warner Baxter-Andrea Leeds	(A)	6/7/40	b6/8/40
Four Sons (D)	89	Ameche-Leontovitch-Alan Curtis	(A)	6/14/40	b6/1/40
Girl in 313 (My)	56	Florence Rice-Joan Valerie	(A)	5/31/40	b6/22/40
I Was An Adventuress (D)	81	Zorina-Richard Greene	(A)	5/10/40	b5/4/40
Johnny Apollo (D)	93	Tyrone Power-Dorothy Lamour	(A)	4/19/40	b4/13/40
Lillian Russell (D)	127	Alice Faye-Don Ameche	(F)	5/24/40	b5/18/40
Lucky Cisco Kid (D)	68	Cesar Romero-Mary Hughes	(F)	6/28/40	b6/1/40
Manhattan Heartbeat (D)	72	Virginia Gilmore-Joan Davis	(F)	7/12/40	b6/8/40
Maryland (D) (Tech.)	92	B. Joyce-Payne-Brennan	(F)	7/19/40	b7/6/40
On Their Own (C)	63	Jones Family	(F)	5/17/40	b4/13/40
Sailor's Lady (D)	66	Nancy Kelly-Jon Hall	(F)	7/5/40	b7/6/40
Shooting High (Mu-D)	63	Withers-Autry-Weaver	(F)	4/26/40	b3/9/40
So This Is London (C)	70	Geo. Sanders-Drayton-Churchill	(A)	5/3/40	b2/4/39
Star Dust (D)	83	Linda Darnell-John Payne	(F)	4/5/40	b4/6/40
Viva Cisco Kid (D)	70	Cesar Romero-Chris-Pin Martin	(F)	4/12/40	b3/23/40

Current 1940-41

Title	Mins.	Stars		Rel. Date	See Issue of
Brigham Young, Frontiersman (H-D)	112	Tyrone Power-Linda Darnell	(A)	9/27/40	b8/31/40
Chad Hanna (CS-D) (Tech.)	88	Henry Fonda-Linda Darnell	(A)	12/27/40	b12/14/40
Charlie Chan At the Wax Museum (My)	62	Sidney Toler-Joan Valerie	(F)	9/6/40	b8/3/40
Charter Pilot (D)	70	Lynn Bari-Lloyd Nolan	(F)	12/6/40	b11/23/40
Down Argentine Way (Mu)	88	Don Ameche-Betty Grable (Tech.)	(F)	10/11/40	b10/5/40
Elsa Maxwell's Pub. Deb. #1 (C)	80	G. Murphy-B. Joyce-C. Ruggles	(F)	9/13/40	b8/31/40
Gay Caballero (D)	57	Cesar Romero-Betty McLaughlin	(F)	10/4/40	b9/28/40

20TH CENT.-FOX

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Girl from Avenue A (C)	76	Jane Withers-Kent Taylor	(F)	8/9/40	b8/10/40
Girl in the News (D)	78	Margaret Lockwood-Barry Barnes	(F)	1/31/41	b1/4/41
Golden Hoofs (C)	66	Jane Withers-Buddy Rogers	(F)	2/14/41	b2/8/41
Great Profile (C)	70	John Barrymore-Mary Hughes	(A)	10/25/40	b8/17/40
Hudson's Bay (H-D)	94	Paul Muni-Gene Tierney		1/3/41	b12/28/40
Jennie (D)	78	Doris Bowden-Geo. Montgomery	(F)	12/20/40	b12/7/40
Man I Married (D)	76	Joan Bennett-Francis Lederer	(A)	8/2/40	b7/20/40
Mark of Zorro (D)	92	Tyrone Power-Linda Darnell	(F)	11/8/40	b11/9/40
Michael Shayne, Private Detective (My)	77	Lloyd Nolan-Marjorie Weaver	(F)	1/10/41	b12/28/40
Murder Among Friends (My-C)	67	John Hubbard-Marjorie Weaver	(F)	3/14/41	b2/22/41
Murder Over New York (My)	65	Sidney Toler-Marjorie Weaver	(F)	12/13/40	b12/7/40
Night Train (D) (Reviewed as "In Disguise")	95	Margaret Lockwood-Rex Harrison	(A)	10/18/40	b8/3/40
Pier 13 (C-D)	66	Lynn Bari-Lloyd Nolan	(F)	8/23/40	b8/17/40
Return of Frank James (D)	92	H. Fonda-J. Cooper (Tech.)	(F)	8/16/40	b8/17/40
Ride Kelly Ride (D)	59	Marvin Stephens-Rita Quigley	(F)	2/7/41	b1/25/41
Romance of the Rio Grande (W)	73	Cesar Romero-Patricia Morison	(F)	1/17/41	b12/28/40
Scotland Yard (D)		Edmund Gwenn-Nancy Kelly		2/28/41	a1/18/41
Street of Memories (D)	71	Guy Kibbee-Lynn Roberts	(A)	11/15/40	b7/6/40
Tall, Dark and Handsome (D)	78	Cesar Romero-Milton Berle	(A)	1/24/41	b1/18/41
Tin Pan Alley (Mu)	94	Alice Faye-B. Grable-J. Oakie	(F)	11/29/40	b11/23/40
Tobacco Road (D)	84	Tierney-Grapewin-Rambeau	(A)	3/7/41	b2/22/41
Western Union (D) (Tech.)	95	Rob't Young-Randolph Scott	(F)	2/21/41	b2/8/41
Yesterday's Heroes (D)	65	Jean Rogers-Rob't Sterling	(F)	9/20/40	b9/21/40
Young People (C-D)	78	Shirley Temple-Jack Oakie	(F)	8/30/40	b7/13/40
Youth Will Be Served (D)	68	Jane Withers-Robert Conway	(F)	11/22/40	b9/28/40

Coming 1940-41

Blood and Sand (Tech.)	Tyrone Power-Linda Darnell		5/30/41	a3/15/41
Bride Wore Crutches (C-D)	Lynne Roberts-Ted North	(F)	7/4/41	b7/27/40
Cowboy and the Blonde	Mary Beth Hughes-G. Montgomery		5/23/41	a3/15/41
Dead Men Tell (My)	Sidney Toler		3/28/41	a2/15/41
For Beauty's Sake (My-C)	Ned Sparks-Marjorie Rambeau		6/27/41	a8/17/40
Great American Broadcast (Mu-D)	Alice Faye-John Payne-Jack Oakie		5/2/41	a3/1/41
Man Hunt	Walter Pidgeon-Joan Bennett		5/16/41	In Prod.
Outlaw, The	Walter Huston-Thos. Mitchell		3/21/41	In Prod.
Ride On Vaquero (W)	Cesar Romero-Mary Beth Hughes		4/18/41	a1/25/41
Sleepers West (D)	Lloyd Nolan-Lynn Bari		4/4/41	a1/25/41
That Night in Rio (Mu) (Tech.)	Alice Faye-Don Ameche	(A)	4/11/41	b3/1/41
Very Young Lady (C)	Jane Withers-Nancy Kelly		6/6/41	a3/8/41

Coming 1941-42

Miami (Tech)	Don Ameche-Betty Grable			In Prod.

UNITED ARTISTS

Current

Blackout (D)	81	Conrad Veidt-Valerie Hobson	(F)	11/29/40	b10/19/40
Captain Caution (D)	88	V. Mature-Louise Platt-B. Cabot	(A)	8/9/40	b8/3/40
Cheers for Miss Bishop (D)	100	Martha Scott-William Gargan	(F)	2/21/41	b1/18/41
Foreign Correspondent (D)	120	Joel McCrea-Herbert Marshall	(F)	8/16/40	b8/17/40
Great Dictator, The (C)	126	Charles Chaplin-P. Goddard	(F)	3/1/41	b10/19/40
Kit Carson (D)	96	Jon Hall-Dana Andrews	(F)	8/30/40	b8/31/40
Long Voyage Home (D)	103	John Wayne-Thos. Mitchell	(A)	11/22/40	b10/12/40
1,000,000 B.C. (D)	80	John Hubbard-Carole Landis	(F)	4/5/40	b4/13/40
Our Town (D)	90	Fay Bainter-Frank Craven	(F)	5/24/40	b5/18/40
Pastor Hall (D)	96	Wilfred Lawson-Nova Pilbeam	(F)	9/13/40	b7/27/40
Rebecca (D)	130	Olivier-Anderson-Fontaine	(A)	4/12/40	b3/23/40
Road Show (C)	82	Adolphe Menjou-Carole Landis	(F)	1/24/41	b1/11/41
Saps at Sea (C)	56	Stan Laurel-Oliver Hardy	(F)	5/3/40	b4/27/40
So Ends Our Night (D)	121	Fredric March-Margaret Sullavan	(A)	2/14/41	b1/25/41
Son of Monte Cristo (D)	104	Joan Bennett-Louis Hayward	(F)	1/10/41	b12/7/40
South of Pago Pago (D)	97	Jon Hall-Victor McLaglen	(F)	7/18/40	b7/20/40
Thief of Bagdad (FA)	109	Sabu-Conrad Veidt (Tech.)	(F)	12/25/40	b10/19/40
Turnabout (C)	83	Carole Landis-Hubbard-Menjou	(A)	5/17/40	b5/4/40
Westerner (D)	99	Gary Cooper-Walter Brennan	(F)	9/20/40	b9/21/40

Coming

Broadway Limited (C-D)	Victor McLaglen-Dennis O'Keefe			a3/1/41
Major Barbara	Wendy Hiller-Robert Morley			Coming
New Wine	Ilona Massey-Binnie Barnes			In Prod.
Pot O' Gold (C-Mu)	James Stewart-Paulette Goddard		4/11/41	a2/8/41
That Hamilton Woman! (H-D) (Former title "Lady Hamilton")	Vivien Leigh-Laurence Olivier		4/30/41	a11/30/40
That Uncertain Feeling (SC)	Oberon-Douglas-Meredith	(A)	4/20/41	b3/15/41
Topper Returns (C)	Joan Blondell-Carole Landis	(F)	3/21/41	b3/15/41

UNIVERSAL

Current 1939-40

Alias the Deacon (C)	73	Bob Burns	(F)	5/17/40	b5/4/40
Bad Man from Red Butte (W)	58	J. M. Brown-Baker-Fuzzy Knight	(F)	5/31/40	b6/15/40
Black Diamonds (D)	60	Richard Arlen-Andy Devine	(F)	7/19/40	b7/27/40
Black Friday (D)	64	Boris Karloff-Bela Lugosi	(A)	4/12/40	b3/9/40
Boys From Syracuse (C)	73	A. Jones-Martha Raye-J. Penner	(F)	8/9/40	b7/13/40
Enemy Agent (D)	60	Robt. Armstrong-Helen Vinson	(F)	4/19/40	b4/13/40
Half a Sinner (D)	59	Heather Angel-John King	(F)	4/5/40	b6/1/40
Hot Steel (D)	61	Richard Arlen-Andy Devine	(F)	5/24/40	b6/29/40
House of the Seven Gables (D)	88	Vincent Price-Margaret Lindsay	(A)	4/12/40	b3/9/40
I Can't Give You Anything But Love Baby (C)	61	Peggy Moran-Johnny Downs	(F)	6/21/40	b5/11/40
If I Had My Way (Mu-C)	87	Bing Crosby-Gloria Jean	(F)	5/3/40	b4/27/40
La Conga Nights (C)	60	Hugh Herbert	(F)	5/31/40	b5/18/40
Love, Honor and Oh, Baby (C)	60	Wallace Ford-Kathryn Adams	(F)	6/7/40	b6/8/40
Private Affairs (C-D)	73	N. Kelly-R. Young-R. Cummings	(F)	7/5/40	b6/15/40
Riders of Pasco Basin (W)	56	J. M. Brown-Bob Baker	(F)	4/5/40	b5/25/40
Sandy Is a Lady (C)	64	Sandy-Mischa Auer-Nan Grey	(F)	6/14/40	b5/25/40
Ski Patrol (D)	64	Luli Deste-Philip Dorn	(F)	5/10/40	b5/11/40
Son of Roaring Dan (W)	63	J. M. Brown-Jeanne Kelly	(F)	7/26/40	b8/17/40
South to Karanga (D)	59	C. Bickford-L. Deste	(F)	8/2/40	b8/10/40
When the Daltons Rode (W-D)	80	Kay Francis-Randolph Scott	(F)	8/23/40	b8/3/40
You're Not So Tough (D)	72	Dead End Kids-Nan Grey	(F)	7/26/40	b6/1/40

Current 1940-41

Argentine Nights (C)	73	Ritz Brothers-Andrews Sisters	(F)	9/6/40	b9/7/40
Back Street (D)	89	Chas. Boyer-M. Sullavan	(F)	2/7/41	b2/8/41
Bank Dick (C)	74	W. C. Fields-Una Merkel	(F)	11/29/40	b12/7/40
Bess of Bullion City (W)	59	J. M. Brown-Fuzzy Knight		1/10/41	a9/14/40
Buck Privates (C-Mu)	82	Abbott & Costello-Andrews Sisters	(F)	1/31/41	b2/8/41
Dark Streets of Cairo (D)	58	Sigrid Gurie-Ralph Byrd	(F)	2/28/41	b12/7/40
Devil's Pipeline (D)	65	Richard Arlen-Andy Devine	(F)	11/1/40	b11/16/40
Diamond Frontier (D)	71	Victor McLaglen-John Loder	(F)	10/4/40	b10/12/40
Double Date (C)	58	Peg. Moran-Ed. Lowe-Una Merkel	(F)	3/14/41	b3/15/41
Fugitive, The (D)	75	Ralph Richardson-Diana Wynyard	(A)	9/20/40	b8/22/40
Give Us Wings (D)	69	Billy Halop-Huntz Hall	(F)	12/20/40	b11/16/40
Hired Wife (C)	95	Rosalind Russell-Brian Aherne	(A)	9/13/40	b9/14/40
I'm Nobody's Sweetheart Now (C)	62	Helen Parrish-Dennis O'Keefe	(F)	11/1/40	b8/10/40
Invisible Woman (D)	72	John Barrymore-Virginia Bruce	(A)	12/27/40	b1/4/41
Law and Order (W)	57	J. M. Brown-Fuzzy Knight	(F)	10/18/40	b11/30/40
Leather Pushers (D)	64	Andy Devine-Richard Arlen	(F)	9/13/40	b9/7/40
Little Bit of Heaven (C)	87	Gloria Jean-R. Stack-Nan Grey	(F)	10/11/40	b10/12/40
Lucky Devils (D)	64	Richard Arlen-Andy Devine	(F)	1/3/41	b12/28/40
Margie (C)	59	Tom Brown-Nan Grey-M. Auer	(F)	12/6/40	b9/21/40
Meet the Chump (C)	60	Hugh Herbert-Lewis Howard	(F)	2/14/41	b2/1/41
Meet the Wildcat (D)	63	Margaret Lindsay-Ralph Bellamy	(F)	11/22/40	b10/12/40
Mr. Dynamite (D)	67	Lloyd Nolan-Irene Hervey	(A)	3/7/41	b3/15/41
Mummy's Hand (D)	67	Dick Foran-Wallace Ford	(A)	9/20/40	b8/31/40
Nice Girl? (Mu-C)	95	Deanna Durbin-Franchot Tone	(F)	2/21/41	b3/1/41
One Night in the Tropics (C)	82	Allan Jones-Nancy Kelly	(F)	11/15/40	b11/2/40
Pony Post (W)	59	Johnny Mack Brown	(F)	11/8/40	b12/21/40
Ragtime Cowboy Joe (W)	58	J. Mack Brown-Fuzzy Knight	(F)	9/20/40	b10/5/40
Sandy Gets Her Man (C)	65	Baby Sandy-S. Erwin-Una Merkel	(F)	11/8/40	b11/2/40
San Francisco Docks (D)	65	Burgess Meredith-Irene Hervey	(A)	1/10/41	b12/7/40
Seven Sinners (D)	84	Marlene Dietrich-John Wayne	(A)	10/25/40	b11/2/40

UNIVERSAL

Current 1940-41 (Cont.)

Title	Mins.	Stars		Rel. Date	See Issue of
Six Lessons From Madame La Zonga (C)	60	Lupe Velez-Leon Errol	(F)	1/17/41	b1/18/41
Slightly Tempted (C)	61	Hugh Herbert-Johnny Downs	(F)	10/18/40	b8/10/40
Spring Parade (Mu)	90	Deanna Durbin-Rob't. Cummings	(F)	9/27/40	b9/28/40
Trail of the Vigilantes (W-C)	75	Franchot Tone-Crawford-Devine	(F)	12/13/40	b12/14/40
Where Did You Get That Girl? (Mu-C)	67	Helen Parrish-Chas. Lang	(F)	1/3/41	b12/28/40

Coming 1940-41

Black Cat (C)	Hugh Herbert-Broderick Crawford		5/2/41	In Prod.
Bury Me Not on the Lone Prairie (W)	J. M. Brown-Fuzzy Knight		3/21/41	a12/12/40
Cracked Nuts (C)	Una Merkel-Stuart Erwin		7/11/41	In Prod.
Dangerous Game (My)	Richard Arlen-Andy Devine	(F)	8/22/41	b3/8/41
Flame of New Orleans (C-D)	Dietrich-Roland Young-Cabot		4/11/41	a2/15/41
Hit the Road	George-MacLane-Dead End Kids		6/27/41	In Prod.
Horror Island	Peggy Moran-Dick Foran		3/28/41	In Prod.
Lady From Cheyenne (D)	Loretta Young-Rob't Preston		4/4/41	a2/8/41
Man Made Monster (D) (Former title "Mysterious Dr. R.")	Frank Albertson-Lon Chaney, Jr.		3/28/41	a12/21/40
Man Who Lost Himself (D)	Brian Aherne-Kay Francis		3/21/41	a2/15/41
Model Wife (C-D)	Joan Blondell-Dick Powell		4/25/41	a2/8/41
Mutiny in the Arctic (A)	Richard Arlen-Andy Devine		4/4/41	In Prod.
Oh, Charlie (My-C)	Abbott & Costello-Evelyn Ankers		5/30/41	a12/21/40
Sandy Steps Out (C)	Baby Sandy-Kathryn Adams		7/18/41	In Prod.
Unfinished Business	Irene Dunne-Robt. Montgomery		8/15/41	In Prod.

WARNER BROS.

Current 1939-40

All This and Heaven Too (D)	143	Bette Davis-Charles Boyer	(A)	7/13/40	b6/22/40
Angel from Texas (C)	69	Albert-Wyman-Reagan	(F)	4/27/40	b4/13/40
Brother Orchid (C-D)	90	E. G. Robinson-Sothern-Bellamy	(F)	6/8/40	b6/1/40
Flight Angels (D)	74	Ralph Bellamy-Dennis Morgan	(F)	5/18/40	b5/11/40
Flowing Gold (D)	82	Pat O'Brien-John Garfield	(A)	8/24/40	b8/24/40
Fugitive from Justice (D)	53	Roger Pryor-Lucille Fairbanks	(A)	6/15/40	b6/8/40
Gambling on the High Seas (D)	58	Wayne Morris-Jane Wyman	(F)	6/22/40	b2/24/40
It All Came True (D)	97	Ann Sheridan-Jeffrey Lynn	(A)	4/6/40	b3/23/40
King of Lumberjacks (D)	61	John Payne-Gloria Dickson	(F)	4/13/40	b2/24/40
Ladies Must Live (C)	59	Rosemary Lane-Wayne Morris	(F)	7/20/40	b8/24/40
Man Who Talked Too Much (D)	75	Geo. Brent-Virginia Bruce	(A)	7/6/40	b6/29/40
Money and the Woman (D)	65	Jeffrey Lynn-Brenda Marshall	(F)	8/17/40	b8/17/40
Murder in the Air (D)	55	Ronald Reagan-Lya Lys	(F)	8/1/40	b2/24/40
My Love Came Back (C-D)	85	De Havilland-J. Lynn-J. Wyman	(F)	7/20/40	b6/29/40
River's End (D)	70	Dennis Morgan-George Tobias	(F)	8/10/40	b8/24/40
Saturday's Children (D)	101	John Garfield-Anne Shirley	(F)	5/11/40	b4/13/40
Sea Hawk (D)	127	Flynn-Marshall-Crisp	(F)	8/31/40	b7/20/40
Tear Gas Squad (D)	58	D. Morgan-J. Payne-G. Dickson	(F)	5/4/40	b3/23/40
They Drive by Night (D)	93	Raft-Sheridan-Bogart	(A)	8/3/40	b7/13/40
'Til We Meet Again (D)	100	Merle Oberon-George Brent	(F)	4/20/40	b4/6/40
Torrid Zone (D)	88	Cagney-O'Brien-Sheridan	(A)	5/25/40	b5/11/40

Current 1940-41

Always a Bride (C)	58	Rosemary Lane-George Reeves	(F)	11/2/40	b11/30/40
Calling All Husbands (C)	64	Geo. Tobias-Lucille Fairbanks	(F)	9/7/40	b8/31/40
Case of the Black Parrot (My)	60	Wm. Lundigan-Maris Wrixon	(F)	1/11/41	b1/18/41
City for Conquest (D)	105	James Cagney-Ann Sheridan	(A)	9/21/40	b9/14/40
Dispatch from Reuters (D)	88	Robinson-Albert-Basserman	(F)	10/19/40	b9/21/40
East of the River (D)	74	John Garfield-Brenda Marshall	(A)	11/9/40	b11/2/40
Father Is a Prince (C)	62	Grant Mitchell-Nana Bryant	(A)	10/12/40	b10/12/40
Father's Son (D)	58	John Litel-Billy Dawson	(F)	2/1/41	b1/4/41
Flight From Destiny (D)	70	Thos. Mitchell-Jeffrey Lynn	(A)	2/8/41	b12/28/40
Footsteps in the Dark (My-C)	96	Errol Flynn-Brenda Marshall	(A)	3/8/41	b3/1/41
Four Mothers (D)	86	Lane Sisters-G. Page-J. Lynn	(F)	1/4/41	b12/21/40
Great Mr. Nobody (C)	71	Eddie Albert-Joan Leslie	(F)	2/15/41	b2/8/41
Here Comes Happiness (C-D)	57	Mildred Coles-Richard Ainley	(F)	3/15/41	b3/8/41
Here Comes the Navy (D)	86	James Cagney-Pat O'Brien	(F)	12/21/40	Reissued
High Sierra (D)	100	Humphrey Bogart-Ida Lupino	(F)	1/25/41	b1/11/41
Honeymoon for Three (C)	77	George Brent-Ann Sheridan	(F)	1/18/41	b1/11/41
Knute Rockne—All American (D)	93	Pat O'Brien-Ronald Reagan	(F)	10/5/40	b10/12/40
Lady with Red Hair (D)	81	Miriam Hopkins-Richard Ainley	(A)	11/30/40	b11/16/40
Letter The (D)	101	Bette Davis-Herbert Marshall	(A)	11/23/40	b11/16/40
No Time for Comedy (C)	96	J. Stewart-R. Russell-C. Ruggles	(A)	9/14/40	b9/7/40
Santa Fe Trail (D)	110	Flynn-de Havilland-Massey	(F)	12/28/40	b12/28/40
Shadows on the Stairs (D) (Former title "Murder on the Second Floor")		Maris Wrixon-Wm. Lundigan		3/1/41	a1/18/41
She Couldn't Say No (C)	63	Roger Pryor-Eve Arden	(F)	12/7/40	b12/28/40
South of Suez (D)	86	Geo. Brent-Lee Patrick	(F)	11/16/40	b12/7/40
Strawberry Blonde (C-D)	97	Jas. Cagney-Olivia de Havilland	(F)	2/22/41	b2/15/41
Tugboat Annie Sails Again (C)	77	Marjorie Rambeau-Alan Hale	(F)	10/26/40	b10/19/40

Coming 1940-41

Affectionately Yours (C)	Merle Oberon-Dennis Morgan			a2/8/41
Bride Came C.O.D. (C-D)	Bette Davis-James Cagney			a2/15/41
Gentle People	Ida Lupino-John Garfield			In Prod.
Great Lie (D)	Bette Davis-Geo. Brent		4/12/41	a12/21/40
Highway West (D)	Brenda Marshall-Olympe Bradna			a3/1/41
Kisses for Breakfast (C) (Former title "She Stayed Kissed")	Dennis Morgan-Jane Wyatt			a1/25/41
Knockout (D)	Arthur Kennedy-Olympe Bradna		3/29/41	a12/21/40
Manpower	Marlene Dietrich-George Raft			In Prod.
Meet John Doe (D)	Gary Cooper-Barbara Stanwyck	(F)		b3/15/41
Miss Wheelwright Discovers America (C-D)	Priscilla Lane-Ronald Reagan			a2/1/41
Nurse's Secret	Lee Patrick-Regis Toomey			In Prod.
Sea Wolf (D)	Robinson-Garfield-Lupino		3/22/41	a11/30/40
Sergeant York	Gary Cooper-Joan Leslie			In Prod.
Shining Victory (D) (Former title "Winged Victory")	G. Fitzgerald-Jas. Stephenson			a2/1/41
Shot in the Dark (My) (Former title "No Hard Feelings")	Ricardo Cortez-Wm. Lundigan		4/5/41	a2/22/41
Singapore Woman (D)	Brenda Marshall-David Bruce			a2/1/41
Strange Alibi (D)	Arthur Kennedy-Joan Perry		4/19/41	In Prod.
Thirty Days Hath September (C)	Eddie Albert-Joan Leslie			a2/8/41
Three Sons O'Guns (CD)	Wayne Morris-Arthur Kennedy			a3/1/41
Underground (D)	Jeffrey Lynn-Karen Verne			In Prod.
Wagons Roll at Night (D) (Former title "Carnival")	Humphrey Bogart-Sylvia Sidney		4/26/41	a11/2/40

MISCELLANEOUS

Adolescence (D)	80	Leon Janney-Eleanor Hunt	(A)	Select	b12/21/40
Captain Moonlight (D)	60	John Garrick-Winifred Shotter	(A)	Atlas	b4/27/40
Face at the Window (My)	65	Tod Slaughter-Marjorie Taylor	(A)	Ziehm	b10/19/40
George Washington Carver (D)	69	G. W. Carver-B. Washington III	(A)	St. George	b4/13/40
Hidden Menace (D)	56	Otto Kruger-Gertrude Michael	(F)	Alliance	b4/13/40
Human Beast (D) (French)	79	Jean Gabin-Simone Simon	(A)	Juno	b4/24/40
Leopard Men of Africa (T)	65	Natives and animals	(A)	Select	b7/6/40
Let George Do It (C)	72	Geo. Formby-Phyllis Calvert	(F)	Film All	b10/26/40
Lilac Domino (Mu)	95	Michael Bartlett-June Knight	(F)	Select	b12/14/40
Mad Youth (D)	60	Mary Ainslee-Betty Compson	(A)	Atlas	b5/25/40
Merry Wives (Czech) (H-D)	80	Czech cast	(A)	Lloyd	b2/1/41
Murder in the Night (D)	58	Jack LaRue-Sandra Storme	(A)	Film All	b7/20/40
Overnight (D)	66	Robert Donat-Pearl Argyle	(F)	Mundus	b6/8/40
Torso Murder Mystery (My)	70	Bruce Cabot-Marta Labarr	(A)	Ziehm	b10/19/40

(D) Drama; (C) Comedy; (Mu-D) Musical Drama; (M) Musical; (My-D) Mystery-Drama; (CD) Comedy-Drama; (CS-D) Costume Drama; (W) Western; (Mu-C) Musical Comedy; (F) Farce; (TR) Travel; (E) Educational: (FA) Fantasy; (H) Historical

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

Shorts Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Doughnuts	Shirley Temple	19	Reissued
Managed Money	Shirley Temple	20	Reissued
Merrily Yours	Shirley Temple	20	Reissued
Mother, The		10	Not Rev.
Pardon My Pups	Shirley Temple	19	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1939-40

ALL STAR COMEDIES (18)

All American Blondes	Fair	17	11/11/39
Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
Awful Goof		19	Not Rev.
Boobs in the Woods	Funny	16	6/15/40
Fireman Save My Choo Choo	Blah	17	8/31/40
Glove Slingers	Goed Slapstick	18	1/ 6/40
Heckler	Fairly Funny	18	2/24/40
His Bridal Fright		18	Not Rev.
Mr. Clyde Goes to Broadway		18	Not Rev.
Money Squawks		18	Not Rev.
Nothing But Pleasure	Amusing	18	2/17/40
Pardon My Berth Marks	Filler	18	3/16/40
Skinny the Moocher	Funny	16½	9/ 2/39
South of the Boudoir	Good Slapstick	18½	6/15/40
Static in the Attic	Funny	20	9/ 2/39
Taming of the Snood		18	Not Rev.
Teacher's Pest	Fairly Funny	18	8/12/39
You're Next	Poor	18	6/15/40

CINESCOPES (6)

Berth of a Queen	Interesting	11	4/20/40
Fashion Takes a Holiday	Feminine Appeal	11	3/16/40
Odd Vocations		10	Not Rev.
Squadron 992		8½	Not Rev.
Threads of a Nation	Interesting	11	2/24/40
World of 1960	Interesting	10	1/ 6/40

COLUMBIA TOURS (6)

Beautiful Switzerland	Average	10	12/30/39
Historic Cities of India		10	Not Rev.
Holland and the Zuyder Zee	Interesting	10	9/16/39
In the Land of the Pagodas		10	Not Rev.
Life in Paris		10	Not Rev.
New Hampshire	Good Travel Film	11	3/16/40
Pleasurebound in Canada		10	Not Rev.
Unveiling Algeria	Fair	10	4/20/40

COLOR RHAPSODIES (16) (Tech.)

Blackboard Review		7	Not Rev.
Boy, a Gun and Birds	Fair	7	1/ 6/40
Crop Chasers	Good	7½	10/14/39
Dreams On Ice	Cute	7	10/14/39
Egg Hunt	Cute	7½	6/15/40
Greyhound and the Rabbit	Filler	7	4/20/40
Happy Tots' Expedition		6½	Not Rev.
Jitterbug Knights	Fair	7	9/ 9/39
Mother Goose In Swing-Time		7	Not Rev.
Mountain Ears	Cute	7	10/14/39
Timid Pup	Too Tame	7	8/31/40
Ye Olde Swap Shoppe		7	Not Rev.

COMMUNITY SINGS (10)

College Songs		10	Not Rev.
Crosby Hit Songs		9	Not Rev.
Gypsy Songs	Very Good	10	2/17/40
Medley of Hits		10	Not Rev.
Old Time Songs		9½	Not Rev.
Stephen Foster Songs		10	Not Rev.
Topical Songs		10	Not Rev.

FABLES CARTOONS (6)

Barnyard Babies		6	Not Rev.
Little Lost Sheep	Fair	7	9/16/39
Park Your Baby	Average	7	2/24/40
Peep in the Deep	Routine	7	8/31/40
Pooch Parade		7	Not Rev.
Practice Makes Perfect	Dull	6	4/20/40

FOOLS WHO MADE HISTORY (6)

Story of Charles Goodyear	Excellent	10	10/21/39
Story of Elias Howe	Excellent	11	9/16/39

HAPPY HOUR

Book of Books	Outstanding	10	11/18/39
Building of Boys	Noteworthy	10	10/21/39

MOMENTS OF COMEDY (6)

PALS AND PETS (6)

PHANTASIES CARTOONS (10)

Charm Bracelet		6½	Not Rev.
Fish Follies		6	Not Rev.
Man of Tin		7	Not Rev.
Millionaire Hobo		6½	Not Rev.
Mouse Exterminator	Fair	6½	1/27/39
News Oddities		6½	Not Rev.

SCREEN SNAPSHOTS (12)

No. 1 Art of Make-up	Very Good	10	10/14/39
No. 2 Training Animal Stars	Above Average	10	11/11/39
No. 3 Novelty Parties		10	Not Rev.
No. 4 Trip Thru Studios		10	Not Rev.
No. 5 Art in Hollywood	Fan Appeal	11	3/16/40
No. 6 Hollywood Recreations	Good	10	4/20/40
No. 7 Wardrobe Designers		10	Not Rev.
No. 8 Cowboy Jubilee		10	Not Rev.
No. 9 Ken Murray	Just Fair	10	7/26/40
No. 10 Jack Oakie	So So	9	8/31/40

COLUMBIA 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of

STOOGE COMEDIES (8)

A Plumbing We Will Go		18	Not Rev.
Calling All Curs	Good Slapstick	18	8/12/39
How High Is Up	Grand Slams	16	7/20/40
Nutty But Nice		17	Not Rev.
Oily To Bed, Oily To Rise	Swell Slapstick	18	9/16/39
Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
Three Sappy People		18½	Not Rev.
You Nazty Spy!	Swell Satire	18	2/10/40

WASHINGTON PARADE (6)

Archives		11	Not Rev.
Inside the F.B.I.		11	Not Rev.
Our National Defense		10	Not Rev.
Smithsonian Institution	Exceptional	11	11/11/39
Social Security	Interesting	11	6/15/40
U. S. Treasury	Excellent	10	2/10/40

WORLD OF SPORTS (12)

Bows and Arrows	Very Good	10	10/21/39
Canvass Capers		10	Not Rev.
Fishing In Hawaii		11	Not Rev.
Flying Targets	For Sportsmen	10	3/16/40
Jai Alai	Good	9	12/30/39
Rough House Fiesta		10	Not Rev.
Saving Strokes With Sam Snead		10	Not Rev.
Skiing Technique		10	Not Rev.
Sport of Kings	Satisfactory	10	6/15/40
Tomorrow's Stars	Good	10	4/27/40

1940-41

ALL STAR COMEDIES (18)

Blondes and Blunders	Silly	16	11/30/40
Bundle of Bliss		17	Not Rev.
Cold Turkey		18	10/12/40
Fresh As A Freshman	Poor	16	3/ 8/41
His Ex Marks the Spot	Funny	18	1/11/41
Pleased to Mitt You		18	Not Rev.
So You Won't Squawk		16	Not Rev.
Spook Speaks	Fairly Amusing	18	10/12/40
Watchman Takes a Wife	Fairly Amusing	16	1/25/41
Yumpin' Yiminy		16	Not Rev.

CINESCOPES (10)

Feathers	Very Good	9	3/ 1/41
Floating Elephants	Timely and Good	8	10/12/40
Hobby Lobby	Excellent	12	9/21/40
Movie Magic		9	Not Rev.
Nice Work, If you Can Do It	Fair	10	11/23/40
Unusual Crafts	Interesting	9	1/25/41

COLOR RHAPSODIES (16) (Tech.)

Helping Paw	Amusing	7	2/ 1/41
Land of Fun		7	Not Rev.
Mad Hatter		7	Not Rev.
Mr. Elephant Goes to Town		8	Not Rev.
Tangled Television	Good	7½	10/12/40
Way of All Pests		7	Not Rev.
Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

Beautiful British Columbia		10	Not Rev.
From Singapore to Hongkong	Timely	10	3/15/41
Historic Virginia		11	Not Rev.
Islands of the West Indies	Satisfactory	10	11/23/40
Old and New Arizona		10	Not Rev.
Savoy in the Alps	Poor Timing	11	11/23/40
Sojourn in Havana	Interesting	9	11/30/40
Western Wonderland		10	Not Rev.

COMMUNITY SINGS (10)

Fun With Songs	Fair	10	3/15/41
Gay Tunes		10	Not Rev.
Jolly Tunes		9	Not Rev.
Melodies That Linger		10	Not Rev.
Popular Love Songs	Depends	9	11/23/40
Songs With Harmony		10	Not Rev.

FABLES CARTOONS (8)

Farmer Tom Thumb	Good	7	10/12/40
It Happened to Crusoe		6	Not Rev.
Mouse Meets Lion	Poor	6	11/23/40
Paunch and Judy	Average	6	1/25/41
Streamlined Donkey		6	Not Rev.

HOW'S YOUR I. Q. (6)

Junior I. Q. Parade		9½	Not Rev.
Take It Or Leave It (1)	Funny	11½	11/30/40
Take It Or Leave It (2)	Entertaining	11	2/ 1/41
Take It Or Leave It (3)		11	Not Rev.

INTERNATIONAL FORUM (6)

No. 1	Of Timely Interest	18	3/ 1/41

NEW YORK PARADE (6)

Abroad at Home		10	Not Rev.
Magic City	Well Done	10	1/25/41

PHANTASIES CARTOONS (8)

Happy Holidays		6	Not Rev.
Little Theatre		6	Not Rev.
Schoolboy Dreams	Cute	7	10/12/40
There's Music In Your Hair		7	Not Rev.

SCREEN SNAPSHOTS (12)

No. 1 (Ken Murray)		10	11/30/40
No. 2 (Don Wilson)	Very Good	10	11/23/40
No. 3 (Ken Murray)	One of the Best	9	Not Rev.
No. 4 (Ken Murray)		10	Not Rev.
No. 5 (Bob Hope)	Excellent	10	2/ 1/41

STOOGE COMEDIES (8)

Boobs In Arms		18	Not Rev.
Cookoo Cavaliers	Silly	17	11/30/40
From Nurse to Worse	A Dud	17	8/31/40
No Census, No Feeling		18	Not Rev.
So Long Mr. Chumps		20	Not Rev.

COLUMBIA 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of

WASHINGTON PARADE (6)

The Mint		10	Not Rev.
U. S. Military Academy		10	Not Rev.
U. S. Naval Academy	Splendid	10	2/ 1/41

WORLD OF SPORTS (12)

Ali the Giant Killer	Very Good	9	1/25/41
Hunting Wild Deer	Fair	9	11/30/40
Ice Capers	Very Good	10	3/ 8/41
Master of Cue	For Billiard Fans	10	10/12/40
Splits, Spares and Strikes	For Bowlers	10	3/ 8/41

MGM 1939-40

CARTOONS (18) (Tech.)

Bookworm Turns	Average	8	7/27/40
Fishing Bear	Clever	8	2/ 3/40
Gallopin' Gals	Excellent	8	11/ 9/40
Homeless Flea	Cute	8	11/ 9/40
Home on the Range	Cute	9	3/ 3/40
Mad Maestro	Good	8	1/20/40
Milky Way	Cute	8	7/ 6/40
Papa Gets the Bird	Cute	8	9/28/40
Peace on Earth	Definitely a "Must"	8	12/ 9/39
Puss Gets the Boot	Good	9	3/ 9/40
Rainy Day		8	Not Rev.
Romeo In Rhythm	Misses Fire	8	9/ 7/40
Swing Social	Clever	8	6/ 1/40
Tom Turkey and His Harmonica Humdinger	Fair	7	7/27/40

CRIME DOESN'T PAY (6)

Buyer Beware	Excellent	20	9/ 7/40
Jack Pot	One of the Best	19	3/30/40
Know Your Money	Excellent	20	2/ 3/40
Pound Foolish	Excellent	20	1/20/40
Soak the Old	Very Good	20	9/28/40
Women in Hiding	Excellent	22	7/ 6/40

METROSCOPIX (1)

Third Dimensional Murder	Great	7	3/ 1/41

CAREY WILSON MINIATURES (9)

Ashcan Fleet	Excellent	11	10/ 7/39
Door Will Open	Unusual	11	3/30/40
Failure at Fifty	Excellent	10	10/28/39
Mendelssohn's Wedding March	For Romanticists	11	11/25/39
Miracle at Lourdes	Excellent	11	1/20/40
Old South	Interesting	10	2/ 3/40
Rumba Rhythm	Entertaining	10	9/ 2/39
Servant of Mankind	A Trailer	9	6/ 1/40
Where Turf Meets Surf	Fair	10	2/ 3/40

OUR GANG (8)

Alfalfa's Double	Chucklesome	11	2/ 3/40
All About Hash	Fair	11	6/ 1/40
Big Premiere	Poor	10	3/30/40
Bubbling Troubles	Has Laughs	11	7/ 6/40
Captain Spanky's Showboat	Funny	10	10/14/39
Dad For a Day	Good	11	11/25/39
New Pupil	Poor	11	4/27/40
Time Out for Lessons	Fair	11	12/23/39

JOHN NESBITT PASSING PARADE (8)

Baron and the Rose	Excellent	11	9/28/40
Dreams	Interesting	10	12/ 7/40
Forgotten Victory	Interesting	9	12/30/39
Hidden Master	Fair	10	4/27/40
Trifles of Importance	Very Good	10	7/27/40
Utopia of Death	Interesting	10	11/ 9/40
Way in the Wilderness	Fine	10	7/ 6/40
XXX Medico	Excellent	10	4/27/40

PETE SMITH SPECIALTIES (13)

Cat College	Excellent	10	7/27/40
Domineering Male	Excellent	10	3/30/40
Football Thrills of 1939	For Grid Fans	10	9/28/40
Let's Talk Turkey	Swell	10	11/25/39
Maintain the Right	Very Good	10	1/20/40
Please Answer	Very Good	9	9/ 7/40
Romance of the Potato	Good	9	12/23/39
Ski Birds	Excellent	8	11/25/39
Social Sea Lions	Novel	9	7/27/40
Spots Before Your Eyes	Excellent	10	6/ 1/40
Stuffie	Swell	11	3/ 9/40
What's Your I.Q.?	Good	7½	3/ 9/40
What's Your I.Q.? No. 2	Good	9	7/ 6/40

ROBERT BENCHLEY (4)

Day of Rest	Funny	10	10/28/39
Home Movies	A Howl	9	3/ 9/40
See Your Doctor	Very Funny	8	12/23/39
That Inferior Feeling	Excellent	10	1/20/40

SPECIAL SUBJECTS

Flags Speaks	A Must	19	5/ 4/40
Northward Ho!	A Trailer	9	3/ 9/40

FITZPATRICK TRAVELTALKS (12) (Tech.)

Calling on Colombia	Standard	8	4/27/40
Day on Treasure Island	Colorful	10	9/ 9/39
Land of Alaska Nellie	Good	10	1/27/40
Modern New Orleans	Interesting	9	6/ 1/40
Natural Wonders of Washington State	Okay	10	10/28/39
Night Descends on Treasure Island	Fair	9	3/ 9/40
Old Natchez	Good	9	2/ 3/40
Quaint St. Augustine	Charming	9	11/25/39
Seattle, Gateway to the Northwest	Standard	9	3/30/40
Sitka and Juneau	Interesting	9	4/27/40
Suva, Pride of Fiji	Pleasing	9	6/ 1/40
Valiant Venezuela	Standard	9	12/23/39

MGM 1940-41

	Comment	Running Time	Reviewed Issue Of
CARTOONS (18) (Tech.)			
Abdul the Bul-Bul Ameer		8	Not Rev.
Lonesome Stranger	Excellent	9	12/ 7/40
Mrs. Ladybug	Excellent	8	1/ 4/41
CRIME DOESN'T PAY (6)			
Eyes of the Navy	Excellent	22	10/19/40
Forbidden Passage	Tops	21	3/ 1/41
Respect the Law	Very Good	20	2/ 1/41
You the People	Excellent	21	1/ 4/41
MINIATURES (10)			
Great Meddler	Very Good	10	1/ 4/41
Happiest Man on Earth	Unusual	10	2/ 1/41
More About Nostradamus	Timely	11	2/22/41
Rodeo Dough	Very Good	10	12/ 7/40
OUR GANG (9)			
Baby Blues		10	Not Rev.
Fightin' Fools	Good Fun	10	2/ 1/41
Goin' Fishin'	Standard	10	11/ 9/40
Good Bad Boys	Good	11	9/ 7/40
Kiddie Cure	Good Gang	11	12/ 7/40
Waldo's Last Stand	Flimsy	10	11/ 9/40
PASSING PARADE (9)			
American Spoken Here	Excellent	10	12/ 7/40
Whispers	Excellent	10	2/22/41
PETE SMITH SPECIALTIES (14)			
Penny to the Rescue	Excellent	10	2/ 1/41
Quicker'n a Wink	Excellent	18	11/ 9/40
Quiz Biz	Entertaining	10	2/22/41
Sea For Yourself	Holds Interest	10	1/ 4/41
Wedding Bills	Very Good	10	12/ 7/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
Alluring Alaska		10	Not Rev.
Beautiful Bali	As Usual	10	12/ 7/40
Capital City	Fair	9	9/ 7/40
Cavalcade of San Francisco	Too Late	9	9/28/40
Glimpses of Kentucky		10	Not Rev.
Glimpses of Washington State		10	Not Rev.
Haiti, Land of Dark Majesty		10	Not Rev.
Mediterranean Ports of Call	Out-dated	10	2/ 1/41
Old New Mexico	Fair	10	11/ 9/40
Old New Orleans	As Usual	10	1/ 4/41
Red Men on Parade	Fair	10	3/ 1/41
Yosemite the Magnificent		10	Not Rev.

PARAMOUNT 1939-40

	Comment	Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)			
Ants in the Plants	Good	7	3/23/40
Fresh Vegetables Mystery	Clever	7	10/21/39
Snubbed by a Snob	Cute	7	5/18/40
Kick in Time	Good	7	2/24/40
Little Lambkin	Cute	7	8/17/40
You Can't Shoe a Horsefly	Cute	7	8/24/40
COLOR CRUISES (7)			
Argentina		10	Not Rev.
Chile	Fair Travelogue	10	12/16/39
Cuba		10	Not Rev.
Ecuador	Fair	10	9/16/39
Isle of Columbus		10	Not Rev.
Pacific Paradise	Interesting	10	7/13/40
Peru	Average	10	10/21/39
HEADLINERS (10)			
Artie Shaw's Class in Swing	For Swing Fans Only	10	8/26/39
Blue Barron & Orch.	Good	10	6/ 8/40
Frankie Masters and His Orchestra	Entertaining	11	1/20/40
Have You Met Yvette?	Good	10	5/ 4/40
Here's Hal	Average Band Number	10	12/16/39
Jimmy Dorsey & Orch.	Snappy	10	2/24/40
Moments of Charm of 1940	Very Good	11	11/ 4/39
George Olsen and His Music	Peppy	10	3/23/40
Ted Fio Rito & Orch.	Good	11	11/11/39
Pinky Tomlin & Orch.	Entertaining	11	8/17/40
PARAGRAPHICS (10)			
Bits of Life	Misses Fire	11	12/16/39
Busy Little Bears	Splendid	10	11/11/39
Dangerous Dollars	Informative	11	7/13/40
Not So Dumb	Excellent	10	3/23/40
Pictorial	Interesting	10	2/24/40
Pictorial No. 2	Satisfactory Filler	10	8/24/40
Public Hobby No. 1	Stamp-endous	10	9/ 2/39
Sugar Wind	Good	10	2/ 3/40
Television Preview	Interesting	10	5/18/40
Touchdown Review	Good Resume	10	1/27/40
POPEYE (12)			
Doing Impossikible Stunts	Good	7	8/17/40
Females Is Fickle	Good	7	3/23/40
Fightin' Pals		7	Not Rev.
Me Feelin's Is Hurt	Fair	7	5/ 4/40
Never Sock a Baby	Good	6	11/18/39
Nurse Mates	Fair	7	7/13/40
Onion Pacific	Satisfactory	7	6/ 8/40
Puttin' On the Act	Poor	7	8/24/40
Shakespearian Spinach	Funny	7	2/ 3/40
Stealin' Ain't Honest	Average	7	5/ 4/40
Wimmin Hadn't Oughta Drive	Excellent	7	8/24/40
Women Is a Myskery	Funny	7	6/ 8/40
POPULAR SCIENCE (6)			
No. 1	Very Good	10	9/23/39
No. 2	Very Interesting	10	11/25/39
No. 3	Interesting	10	1/27/40
No. 4	Exceptionally Interest'g	10	2/24/40
No. 5	Very Good	10	5/ 4/40
No. 6	Good	11	7/13/40

PARAMOUNT 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
SPORTLIGHTS (13)			
Aqua-Rhythm	Good	10	11/18/39
Blue Streak	Excellent	10	5/ 4/40
Bowling Skill	Very Good	10	2/ 3/40
Catching Whoppers	Thrilling	10	9/23/39
Cradle of Champions	Excellent	10	6/15/40
Dog Is Born	Excellent	10	11/ 4/39
Desert Adventure	Excellent	10	9/23/39
Human Fish	Excellent	10	2/24/40
Hydro-Maniacs	Exciting	10	8/26/39
Judo Experts	Excellent	10	1/20/40
Playmates of the Wild	Unique	10	5/18/40
Sink or Swim	Very Good	10	7/13/40
Two of a Kind	Fine	10	3/23/40
STONE AGE CARTOONS (12)			
Foul Ball Player	Fair	7	6/ 8/40
Fulla Bluff Man	Fair	7	8/24/40
Granite Hotel	Good	7	5/18/40
Springtime in the Rockage		7	Not Rev.
Ugly Dino	Cute	7	7/13/40
Pedagological Institution		7	Not Rev.
Way Back When a Nag Was Only a Horse	Okay	7	3/23/40
Way Back When a Night Club Was a Stick		7	Not Rev.
Way Back When a Razzberry Was a Fruit	Fair	7	8/16/40
Way Back When a Triangle Had Its Points	Fair	7	2/24/40
Way Back When Women Had Their Weigh		7	Not Rev.
Wedding Belts		7	Not Rev.
SYMPHONIC (3)			
Blue Danube Waltz	Glorious Music	10	10/21/39
Merry Wives of Windsor	For Music Lovers	9	11/11/39
William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	11	10/14/39
No. 2	Fairly Interesting	11	12/16/39
No. 3	Good	11	2/ 3/40
No. 4	Interesting	10	5/ 4/40
No. 5	Good	10	5/18/40
No. 6	Interesting	10	8/16/40

1940-41

	Comment	Running Time	Reviewed Issue Of
ANIMATED ANTICS (10)			
Bring Himself Back Alive	Good	7	12/21/40
Dandy Lion	Poor	7	10/ 5/40
Mommy Loves Poppy	Average	7	11/23/40
Sneak, Snoop and Snitch	Fair	7	11/23/40
Speaking of Animals	Excellent	9	3/15/41
Wild Oysters	Unusual	7	2/15/41
FASCINATING JOURNEYS (6) (Tech.)			
River Thames—Yesterday	Beautiful	10	11/23/40
Sacred Ganges	Dull	10	1/25/41
Village in India	Fair	10	2/22/41
GABBY CARTOONS (8) (Tech.)			
All's Well	Silly	7	1/18/41
Constable	Satisfactory	7	11/23/40
King For a Day	Fair	7	10/26/40
Two for the Zoo	Good	7	2/15/41
HEADLINERS (8)			
Gene Krupa & Orch.	For Jitterbugs	10	2/22/41
Listen to Larry	Satisfactory	10	11/ 2/40
Johnnie Messner & Orch.	Fair	11	12/21/40
Moments of Charm of 1941 (Tech.)	Pretty	10	10/ 5/40
MADCAP MODELS (6) (Tech.)			
Dipsy Gipsy		9	Not Rev.
Western Daze	Novel	9	1/11/41
PARAGRAPHICS (6)			
Breezy Little Bears	Excellent	10	1/18/41
Nature's Nursery	Excellent	10	11/ 2/40
Quiz Kids		10	Not Rev.
Seeing Is Believing	Fair	11	12/ 7/40
POPEYE (12)			
Eugene, the Jeep	Funny	7	12/ 7/40
My Pop, My Pop	Amusing	7	11/ 2/40
Popeye Meets William Tell	Funny	7	10/ 5/40
Problem Pappy	Fair	7	1/25/41
Quiet Pleeze		7	Not Rev.
With Poopdeck Pappy	Entertaining	7	12/ 7/40
POPULAR SCIENCE (6)			
No. 1	Good	10	10/ 5/40
No. 2	Interesting	10	11/23/40
No. 3	Interesting	10	12/21/40
No. 4		10	Not Rev.
ROBERT BENCHLEY (4)			
Trouble With Husbands	Great Fun	11	11/16/40
Waiting For Baby	A Howl	10	2/22/41
SPECIAL CARTOON (1) (Tech.)			
Raggedy Ann	Very Good	19	12/21/40
SPORTLIGHTS (13)			
Acrobatic Aces	Excellent	10	1/25/41
Canine Sketches		10	Not Rev.
Diving Demons	Beautiful Diving	10	10/ 5/40
Feminine Fitness	Very Good	10	12/21/40
Marine Round-up	Excellent	10	12/ 7/40
Motorcycle Stunting	Thrills Aplenty	10	11/23/40
Sporting Everglades	Very Good	10	10/26/40
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	10	10/ 5/40
No. 2	Interesting	10	12/ 7/40
No. 3	Good	10	2/15/41

RKO-RADIO 1939-40

	Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
Bill Poster	Very Good	8	5/25/40
Bone Trouble		9	Not Rev.
Donald's Dog Laundry	Very Funny	8	5/25/40
Donald's Vacation	A Scream	8	8/10/40
Fire Chief	Good	8	12/14/40
Goofy's Glider	Excellent	8	12/14/40
Little Whirlwind		8	Not Rev.
Mr. Duck Steps Out	Swell	8	5/25/40
Mr. Mouse Takes a Trip	Excellent	8	11/16/40
Officer Duck	A Scream	8	9/16/39
Pantry Pirate	Very Good	8	2/ 1/41
Pluto's Dream House	Excellent	8	9/14/40
Pluto's Playmate	Excellent	8	3/ 1/41
Put-Put Troubles		7	Not Rev.
Riveters	A Howl	7	5/25/40
Timber	A Howl	8	3/ 1/41
Tugboat Mickey	Excellent	8	5/25/40
Window Cleaners	A Scream	8	10/19/40
EDGAR KENNEDY (6)			
Act Your Age	Extremely Funny	18	10/ 7/39
Kennedy the Great		19	Not Rev.
Mutiny in the County		17	Not Rev.
Slightly at Sea		16	Not Rev.
'Taint Legal		16	Not Rev.
INFORMATION PLEASE (13)			
No. 1 (Rex Stout)	Like Radio Program	11	9/30/39
No. 2 (Gene Tunney)	Entertaining	10	10/28/39
No. 3 (C. B. Kelland)	Entertaining	10	11/18/39
No. 4 (Deems Taylor)	Very Good	11	12/23/39
No. 5 (Chris. Morley)	Good	11	2/10/40
No. 6 (Gene Tunney)	Very Good	10	2/17/40
No. 7 (C. B. Kelland)	Entertaining	11	4/ 5/40
No. 8 (Ruth Gordon)	Excellent	10	4/13/40
No. 9 (Elmer Davis)	Excellent	11	4/27/40
No. 10 (Deems Taylor)	Good	11	6/15/40
No. 11 (Chris. Morley)	Entertaining	11	6/15/40
No. 12 (Wendell Willkie)	Willkie Appeal	10	7/13/40
No. 13 (Elmer Davis)	Amusing	9	8/10/40
LEON ERROL (6)			
Bested By a Beard		20	Not Rev.
Scrappily Married		20	Not Rev.
Truth Aches		19	Not Rev.
Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)			
Canada at War	Interesting	18	3/ 9/40
America's Youth—1940	Satisfactory	19	4/13/40
Philippines	Interesting	19	5/11/40
U. S. Navy	Good	19	6/ 8/40
Spoils of Conquest	Good	17	8/10/40
Gateway to Panama	Okay	20	8/24/40
RADIO FLASH (8)			
Blamed For a Blonde	Very Funny	19	10/ 7/39
Chicken Feed		18	Not Rev.
Coat Tales		18	Not Rev.
Goodness a Ghost		16	Not Rev.
Twinculets		20	Not Rev.
RAY WHITLEY (8)			
Bandits and Ballads		17	Not Rev.
Coralling a School Marm	Good	20	8/10/40
Cupid Rides the Range	Very Good	18	9/16/39
Molly Cures a Cowboy		19	Not Rev.
REELISMS (13)			
Acres of Plenty	Very Good	9	11/ 4/39
Air Army	Timely	9	4/27/40
American Royal	Excellent	9	11/18/39
Hats		9	Not Rev.
Men of Muscle	Good	9	2/10/40
Navajoland	Very Good	10	2/10/40
Nevada Unlimited	Interesting	9	9/30/39
Siege	Startling	10	2/10/40
Stray Lamb	Unusual	8	6/15/40
Streamlined	Excellent	9	8/10/40
Vacation Diary	Exhilarating	10	2/17/40
Week End		9	Not Rev.
West Wall	Informative	10	12/23/39
SPORTSCOPES (13)			
Aquapoise	Swell	9	2/10/40
Arrow Points	Good Archery	8	9/14/40
Court Favorites	Interesting	10	4/27/40
Flycasting	Interesting	9	4/ 6/40
Gun Play	Fair	9	9/30/39
Hunting Hounds	Very Interesting	9	11/ 4/39
Hurdle Hoppers	Splendid	9	6/15/40
Ice Cutters	Good	9	11/ 4/39
Pennant Chasers	For Baseball Fans	9	4/ 6/40
Silent Wings	Interesting	10	6/15/40
Sky Game	Excellent	9	12/23/39
Trouble Shooter	For Golfers	9	9/14/40
Winter Playground	Splendid	9	12/ 9/39

1940-41

	Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
Golden Eggs		8	Not Rev.
EDGAR KENNEDY (6)			
Drafted in the Depot		19	Not Rev.
Mad About Moonshine	Fair	18	3/ 1/41
Sunk by the Census	Funny	18	9/14/40
Trailer Tragedy	Funny	17	10/19/40
INFORMATION PLEASE (13)			
No. 1 (Anna Neagle)	Excellent	11	9/14/40
No. 2 (Ruth Gordon)	Good	10	10/19/40
No. 3 (Alice Marble)	Swell As Usual	10	11/16/40
No. 4 (Louis Bromfield)	Excellent	11	12/14/40
No. 5 (Wendell Willkie)	Good	10	2/ 1/41
No. 6 (Jan Struther)	Excellent	11	3/ 1/41

RKO-RADIO 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of
LEON ERROL (6)			
Fired Man	Mildly Amusing	20	2/ 1/41
He Asked for It	Very Funny	18	9/14/40
Tattle Television	Funny	19	11/16/40
MARCH OF TIME (13)			
On Foreign Newsfronts	Fair	19	9/21/40
Britain's R.A.F.	Very Informative	18	10/ 5/40
Mexico	Timely and Informative	19	10/26/40
Arms and the Men—U.S.A.	Timely	19	11/23/40
Labor and Defense—1941	Excellent	19	12/21/40
Uncle Sam—Non-Belligerent	Excellent	19	1/18/41
Americans All	Good	18	2/15/41
Australia at War	Timely	18	3/15/41
RAY WHITLEY (4)			
Bar Buckaroos	Good	16	11/16/40
Prairie Spooners	Very Good	13	3/ 1/41
PICTURE PEOPLE (13)			
No. 1	Interesting	10	9/14/40
No. 2	Good	9	10/19/40
No. 3	Night Club Plug	10	11/16/40
No. 4	Good	10	12/14/40
No. 5	Fair	10	2/ 1/41
No. 6	Fair	10	3/ 1/41
SPECIAL SUBJECT			
Growing Up (Quins)	Wide Appeal	18	12/14/40
SOUTH AMERICA (3)			
Eyes on Brazil	Very Interesting	10	3/ 1/41
SPORTSCOPES (13)			
Caballero College	Fair	9	3/ 1/41
Kentucky Royalty	For Horse Lovers	9	10/19/40
Mat Men	Good	9	3/ 1/41
Quail Quest	Good	9	9/14/40
Snow Eagles	Excellent	9	2/ 1/41
Snow Fun	Exhilarating	9	12/14/40
Sportsman's Partner	For Dog Lovers	9	11/16/40

REPUBLIC

	Comment	Running Time	Reviewed Issue Of
MEET THE STARS (12)			
Baby Stars	Excellent	10	2/ 1/41
Chinese Garden Festival	Good Starter	10	12/21/40
Variety Reel	Interesting	10	3/ 1/41

20th CENTURY-FOX 1939-40

	Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Conquering the Colorado	Exciting	11	8/19/39
Filming the Fleet	Exceptional	10	9/23/39
Sky Fighters	Excellent	10	12/ 9/39
Sanctuary of Seals	Unique	10	6/ 8/40
DRIBBLE PUSS PARADE—LEW LEHR (6)			
Cheerio My Dears		9	Not Rev.
Labor Savers	Amusing	9	3/30/40
Monkeys Is the Cwaziest People	Riot of Laughs	10	9/30/39
Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)			
For Going Places	Natural For Women	10	9/23/39
For Outdoors	Excellent	10	3/30/40
For Play Hours	Excellent	10	2/24/40
No. 8		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Aghileen Pinnacles	Excellent	11	10/14/39
Birthplace of Icebergs	Remarkable	11	8/19/39
Climbing the Spirit's Home	Interesting	10	3/30/40
Evergreen Empire	Interesting	10	9/23/39
Flying Stewardess		10	Not Rev.
Isles of the East	Excellent	9	6/ 1/40
Kangaroo Country	Interesting	10	12/ 9/39
Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)			
Action on Ice		10	Not Rev.
Big Game Fishing	Exciting	10	9/16/39
Clocking the Jockeys	Interesting	11	10/14/39
Following the Hounds	Outstanding (Tech.)	10	2/24/40
Over the Seven Seas	Fine	10	3/30/40
Top Notch Tennis	Good	10	2/24/40
TERRYTOONS (26) (10 in Tech.)			
All's Well That Ends Well	Fair	7	4/ 6/40
Catnip Capers	Good	7	6/ 8/40
Dog in a Mansion	Good	7	2/24/40
Edgar Runs Again	Very Good	7	2/24/40
First Robin (Tech.)		7	Not Rev.
Golden West	Clever	7	8/19/39
Hare and Hounds		7	Not Rev.
Harvest Time	Clever	7	2/24/40
Hitch-Hiker		7	Not Rev.
Hook, Line and Sinker (Tech.)		7	Not Rev.
Ice Pond		7	Not Rev.
It Must Be Love		7	Not Rev.
Just a Little Bull (Tech.)		7	Not Rev.
Love in a Cottage		7	Not Rev.
Much Ado About Nothing	Good	7	4/ 6/40
One Mouse in a Million	Fair	7	12/ 9/39
Orphan Duck (Tech.)	Diverting	7	10/14/39
Professor Offkeyski	Good	7	6/ 1/40
Rover's Rescue		7	Not Rev.
Rupert the Runt		7	Not Rev.
Sheep in the Meadow	Satisfactory	7	10/14/39
Swiss Ski Yodelers	Clever	7	6/ 1/40
Two Headed Giant (Tech.)	Good	7	8/19/39
Watch Dog		7	Not Rev.
Wicky Wacky Romance	Very Good	7	12/ 9/39
Wot's All the Shootin' For		7	Not Rev.

20th CENTURY-FOX 1940-41

	Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Midget Motor Mania	Unusual	10	10/12/40
Modern Highway	Good	10	3/ 1/41
Training Police Horses	Excellent	10	2/ 8/41
FASHION FORECASTS (4) (Tech.) ANNOUNCED—NOT MADE			
LEW LEHR COMEDIES (4)			
Grunters and Groaners	Tiresome	10	8/10/40
Tale of Butch the Parrot		10	Not Rev.
MAGIC CARPET OF MOVIETONE (8)			
Eskimo Trails	Enlightening	10	8/10/40
Isle of Mystery		10	Not Rev.
Land of Flowers (Tech.)	Colorful	9	8/10/40
Old Dominion State	Very Good (Tech.)	10	11/30/40
Spotlight on Indo-China		16	Not Rev.
RIPLEY'S BELIEVE IT OR NOT (4)			
Acquitted by the Sea	Excellent	10	10/12/40
SPORTS REVIEWS—THORGERSEN (6) (3 in Tech.)			
Bowling for Strikes	Great for Bowlers	10	10/12/40
Lure of the Trout (Tech.)	For Fly Casters	10	11/30/40
Rodeo Goes to Town	Good	10	2/ 8/41
Symphony in Snow		10	Not Rev.
Vacation Time (Tech.)	OK	8	8/10/40
TERRYTOONS (26) (13 in Tech.)			
Bill Mouse's Akwakade (Tech.)	Excellent	7	8/10/40
Club Life in the Stone Age		7	Not Rev.
Hairless Hector		7	Not Rev.
Happy Haunting Grounds		7	Not Rev.
Home Guard (Tech.)		7	Not Rev.
How Wet Was My Ocean (Tech.)	Excellent	7	10/12/40
Landing of the Pilgrims (Tech.)	Good Now	7	11/30/40
Lucky Duck (Tech.)		7	Not Rev.
Mississippi Swing (Tech.)	Rhythmic	7	2/ 8/41
Magic Pencil	Poor	7	12/ 7/40
Plane Goofy (Tech.)	Fair	7	12/ 7/40
Snow Man		7	Not Rev.
Temperamental Lion (Tech.)	Amusing	7	2/15/41
Touchdown Demons	Amusing	7	10/ 5/40
What a Little Sneeze Will Do	Good	7	2/15/41
When Knights Were Bold		7	Not Rev.

UNIVERSAL 1939-40

	Comment	Running Time	Reviewed Issue Of
CARTUNES (13) WALTER LANTZ (Tech.)			
A-Haunting We Will Go	Pretty Good	7	7/15/39
Andy Panda Goes Fishing	Fair	9	2/10/40
Kittens' Mittens	Good	9	2/24/40
Life Begins For Andy Panda	Amusing	9	9/30/39
100 Pygmies and Andy Panda	Good	7½	5/11/40
Scrambled Eggs	Cute	8	12/30/39
Sleeping Princess	Good Fun	7	12/ 2/39
Tom Thumb, Jr.	Cute	8	4/ 6/40
GOING PLACES (15)			
66—Man-Made Jungle		10	Not Rev.
67—In the Heart of Africa	Very Good	9	10/21/39
68—Funny Birds—Here and There	Excellent	9	10/21/39
69—Playground of the Antilles	Interesting	9	12/23/39
70—Delicacy on a Half Shell	Very Good	9	12/30/39
71—Strange American Animals	Interesting	9	2/10/40
72—Rhodesia	Good	9	4/ 6/40
73—Working on the Railroads — The Country Goes to the Dogs	Excellent	9	3/30/40
74—Barbados	Interesting	9	4/20/40
75—Death Valley	Fascinating	10	4/20/40
76—Pretzels—Goat Farms	Good	9	5/11/40
77—Parlor Buckaroos	Interesting	10	6/22/40
78—Curacao	Timely	9	6/22/40
79—Coast of Curiosities		9	Not Rev.
80—Down El Paso Way		10	Not Rev.
MUSICALS (13)			
Boy Meets Joy	Good Diversion	20	9/ 2/39
Bullets and Ballads	Good	18	2/17/40
Folies Parisienne	Just Fair	18	4/20/40
Honolulu Bound		18	Not Rev.
I Dream of Jeannie with the Light Brown Hair	Fair	17	9/21/40
International Revels	Okay Filler	18	4/ 6/40
Naughty Nineties	Pleasing	18	6/22/40
Rhythm Jamboree	Fair Vaudeville	18	2/10/40
Rhumba Land	Good Vaudeville	18½	12/ 2/39
Snow Follies	Light Fare	19	12/30/39
Swing Hotel	Diverting	17	10/21/39
Swingin' in the Barn	Rustic Rhythm	19	6/22/40
Varsity Vanities	Swing Session	18	8/ 3/40
SPECIAL SUBJECT (1)			
March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)			
No. 66	Very Good	10	9/23/39
No. 67	Good	10	10/21/39
No. 68	Interesting	9	10/21/39
No. 69	Good	9	12/23/39
No. 70	Average	9	12/23/39
No. 71	Good	9	2/ 3/40
No. 72	Average	9	4/ 6/40
No. 73	Interesting	9	4/ 6/40
No. 74	Good	9	4/20/40
No. 75	Good	9	4/20/40
No. 76	Good	9½	5/11/40
No. 77	Good	9	6/22/40
No. 78	Average	9	6/22/40
No. 79		9	Not Rev.
No. 80		9	Not Rev.

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	Comment	Running Time	Reviewed Issue Of
CARTOONS (13) (Tech.)			
Crazy House	Satisfactory	8	10/12/40
Fair Today	Good	7	2/15/41
Knock, Knock	Very Good	8	11/30/40
Mouse Trappers	Amusing	7	2/ 8/41
Recruiting Daze	Fair	8	11/ 2/40
Syncopated Sioux	Clever	7	12/28/40
GOING PLACES (15)			
81—Coast Guard	Interesting	10	9/21/40
82—Sun Valley	Good	10	10/12/40
83—Arizona	Interesting	10	10/12/40
84—Melting Pot of the Caribbean	Good	10	12/28/40
85—Hunting on Top of the World	Fascinating	9	12/28/40
86—South of the Border	Interesting	10	2/15/41
87—Swankiest Isle in the World	Interesting	10	3/15/41
No. 88		10	Not Rev.
MUSICALS—TWO REEL (13)			
Bagdad Daddy	Very Good	18	2/ 8/41
Beat Me Daddy-Eight to the Bar		17	Not Rev.
Class in Swing	Good Variety	16	10/12/40
Congamania	Latin Liveliness	20	11/30/40
Tickled Pinky	Rustic Rhythm	18	1/ 4/41
Torrid Tempos	Entertaining	18	11/30/40
SPECIAL SUBJECT (1)			
Swing with Bing	Excellent	18	4/13/40
STRANGER THAN FICTION (15)			
No. 81	Good	9	9/21/40
No. 82	Average	9	10/12/40
No. 83	Average	9	10/12/40
No. 84	Good	9	11/30/40
No. 85	Excellent	9	12/28/40
No. 86	Up to Par	9	2/ 8/41
No. 87		9	Not Rev.
No. 88		9	Not Rev.

VITAPHONE-WARNER BROS. 1939-40

	Comment	Running Time	Reviewed Issue Of
BROADWAY BREVITIES (10)			
Alex in Wonderland		20	Not Rev.
Double or Nothing	Amusing	20	2/17/40
Ice Frolics	Entertaining	20	9/30/39
One for the Book	Entertaining	20	12/30/39
Public Jitterbug No. 1		18	Not Rev.
Remember When	Swell Entertainment	20	9/ 2/39
Slapsie Maxie's	Perfect Clowning	17	8/26/39
Spills for Thrills	Excellent	19	7/ 6/40
World's Fair Junior	Just Fair	20	11/ 4/39
Young America Flies	Excellent	22	7/27/40
COLOR PARADE (10)			
American Saddle Horses	Interesting	10	11/25/39
Famous Movie Dogs	Excellent	10	7/27/40
Gun Dog's Life	Sure to Please	10	5/18/40
Mechanix Illustrated #1	Good	10	9/ 2/39
Mechanix Illustrated #2		10	Not Rev.
Mechanix Illustrated #3	Interesting	10	2/17/40
Mechanix Illustrated #4	Interesting	10	6/15/40
Men Wanted	Interesting	10	4/13/40
New Horizons	Good	10	12/30/39
The Valley	Interesting	10	7/ 6/40
FEATURETS (Tech.) (8)			
Cinderella's Feller	Excellent	16	6/15/40
Monroe Doctrine	Excellent	16	10/28/39
Old Hickory	Outstanding	17	12/30/39
Pony Express Days	Excellent	19	7/ 6/40
Royal Rodeo	Entertaining	15	11/25/39
Service with the Colors	Sure-Fire	20	8/31/40
Singing Dude	Excellent	18	4/13/40
Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)			
Africa Squeaks	Hilarious	7	2/24/40
Ali Baba Bound		7	Not Rev.
Chewin' Bruin	Amusing	7	6/15/40
Film Fan	Excellent	7	1/ 6/40
Jeepers Creepers	Funny	7	10/ 7/39
Naughty Neighbors	Good	7	11/ 4/39
Patient Porky	Good Diversion	7	8/31/40
Pied Piper Porky	Good	7	11/25/39
Pilgrim Porky	Clever	7	4/13/40
Porky's Baseball Broadcast	Funny	7	7/ 6/40
Porky's Hotel	Good	7	9/ 2/39
Porky's Last Stand		7	Not Rev.
Porky's Pony Express		7	Not Rev.
Porky's Poor Fish		7	Not Rev.
Porky the Giant Killer		7	Not Rev.
Slap Happy Pappy		7	Not Rev.
You Ought to Be in Pictures	Novel	7	5/18/40
MELODY MASTERS (10)			
Dave Apollon	Average Musical	10	2/24/40
Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
Dipsy Doodler	Swingy	10	5/18/40
Woody Herman		10	Not Rev.
Vincent Lopez	Lively	10	9/23/39
Ozzie Nelson	Good	10	6/15/40
Romance in Rhythm	Satisfactory	10	4/13/40
Rubinoff and Orch	Good	10	11/ 4/39
Swing Styles	Good	10	8/26/39
Symphony of Swing	Satisfactory	10	12/ 2/39

VITAPHONE 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
MERRIE MELODIES (26) (Tech.)			
Bears' Tale		7	Not Rev.
Busy Bakers		7	Not Rev.
Ceiling Hero		7	Not Rev.
Circus Today	Clever	7	7/ 6/40
Confederate Honey		7	Not Rev.
Cross Country Detours	A Knockout	7	4/13/40
Curious Puppy		7	Not Rev.
Early Worm Gets the Bird		7	Not Rev.
Egg Collector		7	Not Rev.
Elmer's Candid Camera		7	Not Rev.
Fagin's Freshmen	Amusing	7	11/25/39
Fresh Fish	Swell	7	11/ 4/39
Gander at Mother Goose	Good	7	5/18/40
Ghost Wanted	Amusing	7	10/26/40
Good Egg		7	Not Rev.
Hardship of Miles Standish		7	Not Rev.
Land of the Midnight Fun	Superb	7	9/23/39
Little Blabbermouse	Amusing	7	8/ 3/40
Little Lion Hunter		7	Not Rev.
Mighty Hunters	Pleasing	7	2/17/40
Screwball Football	Swell Cartoon	7	12/30/39
Sioux Me	Clever	7	9/ 9/39
Sniffles and Bookworm	Cute	7	2/24/40
Sniffles Takes a Trip		7	Not Rev.
Tom Thumb in Trouble	Cute	7	6/15/40
Wild Hare		7	Not Rev.
SPECIAL RELEASE			
Cavalcade of Academy Awards	Fan Appeal	31	5/18/40
VITAPHONE VARIETIES (6)			
All Girl Revue		7	Not Rev.
No Parking	Fairly Funny	10	4/13/40
Organ Novelty	Fair	9	11/11/39
Radio and Relatives		10	Not Rev.
Sword Fishing	Exciting	10	10/ 7/39
Vote Trouble	Laughs	10	8/26/39

1940-41

BROADWAY BREVITIES (9)			
Alice in Movieland	Superlative	20	11/30/40
Dog In the Orchard	Meritorious	20	1/18/41
Just a Cute Kid		20	Not Rev.
Mack Sennett Revival		20	Not Rev.
Take the Air	Entertaining	20	3/ 8/41
ELSA MAXWELL COMEDIES (3)			
Lady and the Lug		19	Not Rev.
Riding Into Society	T'Ain't Funny	19	8/31/40
Throwing a Party		20	Not Rev.
HOLLYWOOD NOVELTIES (10)			
History Repeats Itself	Good	10	9/30/39
Football Highlights	Rockne Build-up	10	8/31/40
Mexican Jumping Beans	Very Good	20	11/30/40
Shark Hunting	Exciting	10	8/ 3/40
Wild Boar Hunt	Exciting	10	3/ 8/41
LOONEY TUNES (16)			
Calling Dr. Porky		7	Not Rev.
Haunted Mouse	Very Good	7	3/15/41
Joe Glow the Firefly		7	Not Rev.
Pre-Historic Porky	Clever	7	11/ 2/40
Porky's Bear Facts		7	Not Rev.
Porky's Hired Hand	Good	7	12/28/40
Porky's Snooze Reel		7	Not Rev.
Sour Puss	Satisfactory	7	11/30/40
Timid Toreador	Good	7	1/18/41
MELODY MASTERS (10)			
Cliff Edwards and His Buckaroos	Fair	10	Not Rev.
Henry Busse & Orch.	Good	10	11/30/40
Skinny Ennis & Orch.	Good	10	12/28/40
Jan Garber & Orch.		10	Not Rev.
Matty Malneck	Snappy	10	8/ 3/40
Freddie Martin & Orch.		10	Not Rev.
Joe Reichman & Orch.	Excellent	10	11/ 2/40
MERRIE MELODIES (26) (Tech.)			
Bed Time for Sniffles		7	Not Rev.
Cat's Tale		7	Not Rev.
Crackpot Quail		7	Not Rev.
Elmer's Pet Rabbit	Funny	7	12/28/40
Fighting 69½	Good	7	1/18/41
Good Night Elmer		7	Not Rev.
Goofy Groceries		7	Not Rev.
Holiday Highlights	Swell Satire	7	11/ 2/40
Malibu Beach Party	Grade A	7	8/31/40
Of Fox and Hound		7	Not Rev.
Shon, Look and Listen	Good	7	12/28/40
Sniffles Bells the Cat	Fair	7	3/15/41
Stage Fright	Satisfactory	7	10/26/40
Tortoise Beats the Hare		7	Not Rev.
Toy Trouble		7	Not Rev.
Wacky Wildlife	Funny	7	12/ 7/40
TECHNICOLOR SPECIALS (6)			
Flag of Humanity	Splendid	20	10/26/40
March on Marines	Excellent	20	12/28/40
Meet the Fleet	Excellent	20	1/18/41
Wings of Steel		20	Not Rev.
SPECIAL SUBJECTS			
Christmas Under Fire	Heart Appeal	10	1/18/41
London Can Take It	Powerful	10	10/26/40
SPORTS PARADES (10)			
California Thoroughbreds	Interesting	10	12/28/40
Diary of a Racing Pigeon	Interesting	10	12/ 7/40
Dogs You Seldom See	Good Novelty	10	8/31/40
Fight, Fish, Fight	Thrilling	10	3/ 8/41
Fly Fishing	For Anglers	10	10/26/40

MISCELLANEOUS

	Comment	Running Time	Reviewed Issue Of
Aida (Guaranteed)	For Music Lovers	9	5/11/40
Ave Maria (Malchain)	Impressive	10	7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	11/ 4/39
Heroic Greece (Norton)	Timely	10	3/ 1/40
In the Bank (King of Comedy Pictures)	Still Good	19	11/16/40
Memory Lingers On No. 2 (Progress)	Excellent	10	8/ 5/39
Norway's Fate (Hoffberg)	Fair	10	5/18/40
On the Trail of the Tarpon (N. Y. Zoological Society)	Thrilling	11	1/13/40
Paper Hanger (King of Comedy Pictures)	Delightful	19	3/ 2/40
Rembrandt (Malchain)	Fascinating	11	7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	7/ 1/39
Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1939-40

Dist and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
Deadwood Dick	15 Chaps.	7/20/40
Green Archer	15 Chaps.	11/ 2/40
The Shadow	15 Chaps.	1/13/40
Terry and the Pirates	15 Chaps.	4/20/40

SERIALS 1939-40 (Cont.)

Dist. and Title	No. Chaps.	Reviewed Issue of
REPUBLIC		
Adventures of Red Ryder	12 Chaps.	6/15/40
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39
Winners of the West	13 Chaps.	5/11/40
1940-41		
COLUMBIA		
White Eagle	15 Chaps.	Not Rev.
REPUBLIC		
Adventures of Captain Marvel	12 Chaps.	3/ 8/41
King of the Royal Mounted	12 Chaps.	8/17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40
Riders of Death Valley	15 Chaps.	Not Rev.
Sky Raiders	12 Chaps.	2/15/41

CLASSIFIED ADVERTISING

Ten cents per word. No charge for name and address. Five insertions for the price of three. Money order or check with copy. Classified ads will appear as soon as received unless otherwise instructed. Address: Classified Dept., SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

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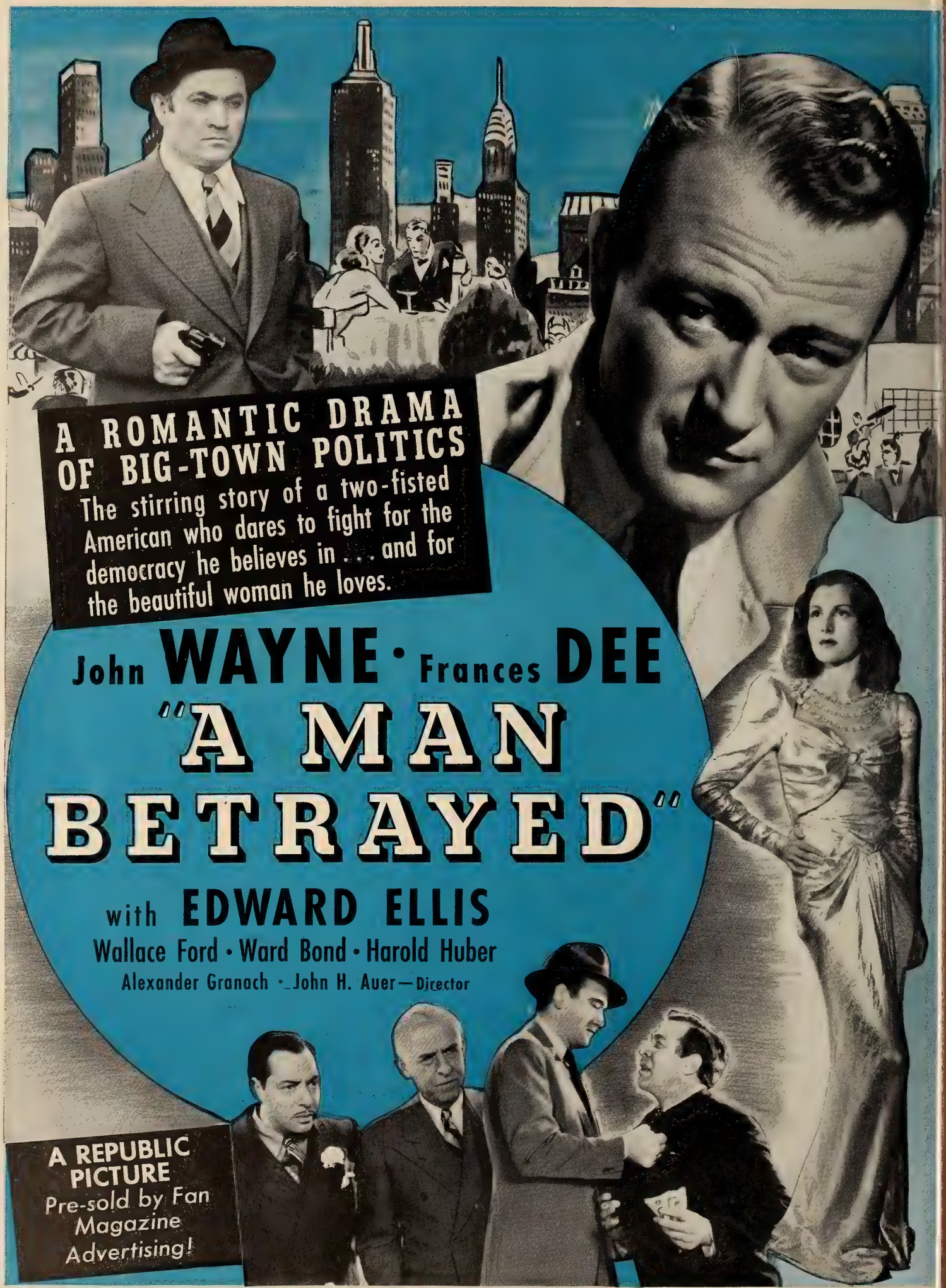
USED EQUIPMENT

STOCK REDUCING SALE—OPERADIO AMPLIFIER, $26.95, others $9.95; ULTRAPHONE SOUNDHEADS, $19.95, others $9.95; POWERS PROJECTORS, $39.50; ARCS, RECTIFIERS, $24.50; LENSES, $2.95. S.O.S., 636 Eleventh Ave., New York City.

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SHOWMEN'S TRADE REVIEW

FILE

FILE

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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Darryl F. Zanuck

Vol. 34 No. 9

March 22
1941

SEE METRO-GOLDWYN-MAYER'S NEW HIT

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M-G-M...NO HALFWAY MEASURES!

The Editorial Page

Current Observations

With appointment of a trade press committee and a growing supply of product suitable to the cause, the industry is all set to assist the defense program.

All ten producing and distributing companies have pledged themselves to spend in excess of five million dollars in the production and release per company of not less than one feature and one short subject dealing with the defense program, its objectives, its importance to the welfare of the citizens of the U. S. and its achievements.

Theatremen should display the plaque to indicate that their theatres are actively participating in the defense organization of the industry and they should get behind each and every picture, feature or short, that deals with defense, in order that the efforts of motion picture men to aid defense work may be fully realized.

▲ ▲ ▲

Why certain exhibitor units are working their heads off to stop the five-picture plan through legislation is something of a mystery to a lot of industryites. Some of the same units which in former days worked every angle in their attacks on the block-booking-blind-buying plan are prominent in the assault now being waged on the very system which grew out of criticism of the older policy.

Is it any wonder that some of the lawmakers are saying the film industry doesn't know what it wants?

The new plan is worthy of a trial over a reasonable period in which to prove itself a help or a hindrance. To kick it into the ash-can before the policy even has a chance seems poor judgment if not downright folly.

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"Sweet Profits" might be the headline for reports coming in from many sections of the country where candy stands, popcorn machines and vending machines are doing a land-office business.

One exhibitor operating three theatres in small towns tells us that his candy concessions are just about paying his rent. When first we heard that said we listened with tongue in cheek, but since then we have seen proof that the claim is not an exaggeration at all.

Where there is no adjoining confectionery store, these popcorn or candy machines are a real service to the theatre's patrons, and a profit proposition for the exhibitor.

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The amount of publicity accruing to RKO's "Citizen Kane" can only result in tremendous box office interest for the picture if, as, and when it is finally released.

There are many who view the entire controversy as a swell hunk of propaganda deliberately designed to presell the picture to the public. Whether this is, or is not so, the fact remains that when "Kane" reaches the screen there will be lots of cash customers willing and ready to buy tickets to see it.

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Between Greek reels, Bundles for Britain, Defense shorts, lobby collections and what-have-you, the exhibitor has become the most diligent worker for all sorts of promotions on behalf of or in defense of Democracy. Nevertheless, he isn't taking the bows.

There has never been an emergency, national or local, that the theatreman didn't answer all calls with a hearty "okay" when his help was solicited.

One thing must not be lost sight of by those sponsoring these worthy movements. That is the fact that the public is the theatreman's boss, and he cannot go counter to his patrons' wishes. The possibility that the public may tire of too much of the war material on their screen programs should be taken into account by sponsors of these pictures and their cooperation with the theatreman should take the form of not crowding the exhibitor with requests to show a film too soon on the heels of something similar presented for some other organization.

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Rapidly sky-rocketing to box office popularity peaks is Barbara Stanwyck, who has two widely different roles in two important current box office pictures.

In "Lady Eve" she further demonstrates her flair for light comedy while in "Meet John Doe," Miss Stanwyck stacks up with the best of them in a tough dramatic part.

Smart theatremen will play her up strong in their show selling on any picture in which she appears, because the Stanwyck name will pay off in good dividends at the box office. And we expect her work this year will lift her up to the Leaders in our next annual poll.

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In response to widespread requests we are happy to advise readers that the current series of our Advertising Clinic will be reproduced in loose leaf form and mailed to all subscribers.

This will be done after each group of ten or twelve has been published rather than one at a time. In the meantime we suggest that you keep your individual installments in your advertising idea book.

This same plan will be followed for the theatre operation series which starts in this issue and which will appear in every second or third issue until the series is completed.

—"CHICK" LEWIS

MAR 26 1941 ©C1B 492263

20th Century-Fox 16 mm. Rights Go to Films, Inc.

Company Will Distribute Films to Shut-ins, Steamship Lines, CCC Camps, and Other Non-Competitive Outlets

Through a deal closed this week, Films, Inc., acquired from 20th Century-Fox the right to distribute all 20th-Fox features in 16 mm. to shut-in institutions, CCC camps, steamship lines and other outlets after the films have completed their run in the domestic market. Outlets serviced by Films, Inc., it was pointed out, are strictly non-competitive with the theatrical field. Furthermore, the films will not be distributed in schools, it was added.

Under deals with Paramount and Universal, Films, Inc., distributed the bulk of Paramount's output last year and about half of Universal's. Some of Universal's product in 16 mm. size is distributed by Bell & Howell, while Walter O. Gutlohn handles some Universal and RKO features in the same field.

Army Business Up Three-Fold

Attendance Not Cutting Into Theatres, Belief

The business done with Army posts throughout the country has increased three-fold in the past three months, according to reliable estimates. Further indication of this appeared in the statement by Gradwell Sears, Warner Bros. sales manager, who announced this week that his company alone had tripled its volume of sales to the Army in that period.

While at first it was feared that Army theatres would cut into any business enjoyed by theatres in towns adjacent to Army posts, it has been found that the Army is quite willing to take the older pictures for showing in Army posts, with admission strictly limited to the men quartered at the posts. At first there was considerable agitation on the part of some commanders for newer pictures but as time has elapsed, no more complaints have been heard.

Although it would seem that so many men absent from their homes and therefore not attending theatres in their home towns would affect business to some extent, this has not proved true for several reasons. In the first place, while there are about a million and a quarter men under arms, they come from all over the country and the number from each community is so small that their absence is hardly felt. It is more than made up by the increase in business resulting from the defense boom. Secondly, these same soldiers attend the Army theatres far more often than they would attend civilian entertainment because of lower price scale and the lack of other entertainment.

Omaha Distribs, Exhibs To Meet April 22

Omaha—A general meeting of exhibitors and distributors in the Omaha territory is scheduled to be held here April 22 under sponsorship of the Omaha Variety Club. Keynote of the sessions, to be open to everybody in the trade, is expected to be the New York consent decree.

Champion Joins Farnol

Burt Champion, formerly of United Artists' publicity department, has joined the Lynn Farnol public relations organization.

16 mm. Bill in Mass.

Boston—A bill to regulate the showing of 16 mm. films in Massachusetts was filed in the General Court here last week. Under the terms of the measure, operators of theatres would not be permitted to show 16 mm. films in competition with 35 mm. product. Also, restrictions would be placed on the showing of 16 mm. films in churches, by fraternal organizations, etc. In the latter case, films would be shown only to members, with the exhibition at no profit to the operators. A license fee of $50 per machine would be required, in addition to an inspection charge of $10 per subject.

Technicolor Production Reaches a New High

The largest volume of feature picture photography in the history of the company is currently on order with Technicolor, it was pointed out this week by company sources in connection with the annual report covering 1940 operations. The report reveals that Technicolor, Inc., for the year ended Dec. 31, 1940, showed an increase of more than 10,000,000 feet of positive prints shipped during the span, and a net profit for the period of $882,125.65. At present, nine films in Technicolor are in production or completed, while eleven others are in preparation.

S-W Employes Hold First District Party

Philadelphia—The Paul Castello Division of the Stanley-Warner Philadelphia zone held its first district party in the Warner Club rooms in the Earle Building here this week. The group comprises managers, assistants and staffs of all theatres in the district who meet after theatre hours for dancing, refreshments, etc. Other districts in the zone are expected to follow the practice.

OFF ON A CRUISE



Harry F. Shaw, division manager of the Loew Poli New England theatres and Mrs. Shaw, photographed on the deck of the S. S. Cristobal just prior to sailing for their mid-winter vacation. The Shaws' cruise takes them to Panama and Central America.

2 Industry Bills Killed in Iowa

One Would Have Levied Annual Tax on Distribs

Des Moines, Ia.—Through committee recommendations that they be definitely postponed, theatre bills that would license distributors and regulate Bank Night were virtually killed in the House of the Iowa legislature this week. Allied Theatre Owners of Iowa and Nebraska have opposed both of the bills.

One would have taxed distributors $1,000 a year and levied a $1.00 a reel tax on all films shown in the state, including newsreels and shorts. The other would have set up certain regulations for Bank Night and eliminate the carry-over of awards from one week to another, with the requirement that the prize be awarded at each drawing.

Billboard Tax Measure Killed in Neb. Legislature

Lincoln, Neb.—The fourth of Senator E. M. Neubauer's attacks on the show business has been killed with the apparent pigeon-holing of the divorcement bill for the present legislative session in Nebraska. Neubauer's measure would have placed a 5-cent per sq. ft. tax on billboard space to be assessed by municipalities.

Drops 'Big Five' As Schine Suit Defendants

Buffalo—Federal Judge John C. Knight this week dismissed the complaint against seven motion picture producer-distributors in the Schine Chain Theatre anti-trust case on motion of Herbert Borkland, Special Assistant to the Attorney General.

Directors to Rule on "Kane"

Schaefer Informs Welles of Probable Confab This Week

Orson Welles has been informed by President George J. Schaefer of RKO that the matter of releasing "Citizen Kane" will be put before the directors this week, probably Thursday, since Schaefer was scheduled to leave the Coast by plane Wednesday in time to reach New York the following day and call a board meeting. RKO had no knowledge of any directors' meeting.

Schaefer has assured him, Welles said, that he will urge the directors to approve immediate release of the controversial film produced by Welles at a reported cost of $800,000. Meanwhile, Welles indicated he will postpone legal action to force its release until after he has received Schaefer's report, although it has been understood by Welles that Schaefer has the sole power to give the "go ahead" signal for "Kane's" release.

'England' to Open in 200 Theatres March 27

"This Is England," the motion picture which Harry Hopkins, President Roosevelt's special envoy to Britain, recently brought to this country, will be shown simultaneously in 200 Greater New York theatres during the week of March 27, the net proceeds going to the Royal Air Force.

DARRYL F. ZANUCK

(The Man on the Cover)

Chairman of the Motion Picture Research Council of the Motion Picture Academy of Arts and Sciences. In this capacity he is supervising the production of a series of 50 training films for the War Department.

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Important Dates

March 22: PRC convention, Stevens Hotel, Chicago.
March 27-29: Paramount Theatre Partners meeting, Hot Springs, Va.
March 28-29: Midwest Forum on Visual Teaching Aids, Congress Hotel, Chicago.
April 1: Republic regional sales meeting, Toronto.
April 4: AMPA 25th anniversary dinner-dance, Hotel Edison.
April 5-7: Texas Variety Club golf tournament, Dallas.
April 7: Rudolph Berger testimonial, Willard Hotel, Washington, D. C.
April 16: Third annual Goodwill Get-Together, Penn Alto Hotel, Altoona.
April 24: Annual AMPA meeting.
May 5-8: SMPE spring convention, Sagamore Hotel, Rochester.
May 12-14: National Film Carriers annual convention, Park Central Hotel.
May 15-17: National Variety convention, Traymore Hotel, Atlantic City.
Sept. 19: Philadelphia Variety Club—The Exhibitor golf tournament, Philmont Country Club.

NAB Names 15 to Meet With ASCAP

Action Marks First Step To End Radio Music War

The National Association of Broadcasters this week named a committee of fifteen to meet with the American Society of Composers, Authors and Publishers as the first step toward ultimate settlement of the radio music war. Should the two organizations confer next week, it would mark their first meeting in a year.

Because the NAB is not empowered to act on behalf of its members, the conferences are not expected to result in any immediate return of ASCAP tunes to the air waves. Function of the committee, it was said, will be to lay the groundwork for the method of selling music under the Federal consent decrees accepted by ASCAP and Broadcast Music, Inc., music publishing house for the radio industry.

In Milwaukee last week on a plea of nolle contendre by 26 officers and directors and 19 corporative members of ASCAP, Federal Judge F. Ryan Duffy assessed fines totaling $35,250 against the defendants. The action marked the final step against ASCAP.

Meanwhile, in Hartford, Conn., at the State Legislature's Judiciary Committee hearing on pending anti-ASCAP legislation, George Lewitt, New Britain and Plainfield exhibitor, hurled charges that ASCAP maintains its own "Gestapo" to intimidate exhibitors.

Imposition of additional fees upon ASCAP by the State of Michigan are being opposed by exhibitors, according to Edward K. Ellsworth, Lansing attorney, who said that any increase in fees of this sort would be passed on to theatres in increased licensing charges.

Ga. House Com. Votes Down Block Booking Law

Atlanta—Reversing the action of the Georgia State Senate, the general judiciary committee of the House of Representatives has voted against the Edenfield bill, which would have permitted block-booking of films with a 20 per cent cancellation clause.

Mo. May Host MPTOA Meet

Excelsior Springs Might Have June Convention

A possibility that the MPTOA convention scheduled for early June will be held in Excelsior Springs, Mo., was seen this week as Ed Kuykendall, president of the organization, conferred with the Kansas-Missouri unit on the possibility of having it play host to the national meeting. The resort is only about 20 miles from Kansas City and therefore readily accessible.

Kuykendall said that there was "an even chance" that Excelsior Springs would get the convention but that several other localities were being considered. Los Angeles, which had been favored and then dropped, was once again in the running and so were several resorts along the Southern Atlantic Coast.

Meanwhile, Kuykendall announced that the Variety Club of Omaha would sponsor a general meeting of the exhibitors and distributors in the Omaha territory to be held in that city on April 22. The consent decree is expected to be a major topic of discussion at the meeting, which will be open to anyone in the industry.

A business meeting of the Nebraska-Iowa group will be held immediately after the general industry session to select a successor to Charles Williams, president of the MPTO of Nebraska and Iowa, who died recently.

6,000 Theatres In Greek Drive

More than 6,000 theatres throughout the country have signified intentions to participate in the fund drive for Greek War Relief, it was announced this week in a joint statement by John H. Harris, chairman of the exhibitors committee, and Gradwell L. Sears, chairman of the distributors committee.

The theatre division previewed a special reel in New York last week. The showing was attended by circuit and distributor executives and the trade press. The reel is titled "Greece Fights Back," and shows scenes from the Greek front, accompanied by a narration of events leading up to and during the attack by Italy. The reel will be shown in connection with fund collections at theatres.

Midnight shows are scheduled for over 800 theatres up to date to realize money for the Greek cause. These will take place during the March 25 to 30 period of the theatre fund-raising drive.

Reynolds Will Make "London Can Give It"

A sequel to "London Can Take It," and "Christmas Under Fire," is planned by Quentin Reynolds, when he returns to Britain soon as war correspondent for *Collier's* magazine. The proposed film will probably be titled, "London Can Give It."

Anti-5 Block Bill May Pass

Minn. Senate Com. Okays Law; Majors Oppose It

The Minnesota Bill prohibiting sale of film in blocks of five moved closer to passage this week as the Senate General Legislation Committee approved and recommended it without a dissenting vote. A House Committee previously had approved the measure.

At a public hearing, David Shearer, attorney for four of the five companies which signed the New York consent decree, told the Senate Committee that passage of the law would make Minnesota an island "practically an outcast," since it would be the only state to set aside the consent decree and establish its own system of selling.

The measure has the backing of Northwest Allied and the Catholic Legion of Decency. Fred Strom, executive secretary of Northwest Allied, said that approval by the General Legislation Committee makes passage of the measure practically certain. "We feel certain our bill will become law within the next 30 days," he said.

NEW YORK TO LICENSE SLOT MACHINE FILMS

Paul Moss, License Commissioner of New York City has announced that every slot machine showing pictures in New York City will have to have a license and that any violation "will be dealt with." Manufacturers and distributors will be required to arrange with the License Dept. to formulate plans to carry on their business under the city's administrative code. This code defines a motion picture as being "a display on a screen or other device of pictures or objects in motion or rapidly changing scenery whether or not such display shall be accompanied by a lecture, recitation or music."

Tax to Aid Local Schools

Andalusia, Ala.—The city fathers here have levied a tax on admission prices to "amusement houses, picture shows, theatres, vaudeville shows, and other places where general admissions are charged . . .," for the purpose of raising additional revenue for schools.

Sponsors 'Fantasia' Opening

Cleveland—Opening of Walt Disney's "Fantasia" at the Hanna Theatre here Tuesday night was sponsored by the British War Relief.



GRID STAR SIGNED



Tommy Harmon, famous all-American halfback at the University of Michigan, signs a contract to star in Columbia's "Harmon of Michigan." From left to right: Jack Cohn, Everett Crosby, Harmon's agent; Tommy Harmon, and Ted Husing, sports announcer.

First Arbitration Case Is Settled; More Actions Filed

Nashua, N. H., House Will Get Film Under Agreement Made Before Hearing of the Boston Tribunal

Arbitration this week received a boost as a facile means of resolving differences between distributors and exhibitors when the first settlement of a complaint was reported in Boston in the case of the Park Theatre, Nashua, N. H., operated by Benjamin A. Gold. The defendants, RKO, Paramount, Twentieth Century-Fox and Warners, charged with refusing to license product for the house, have agreed to service the theatre, under terms of the agreement, until July 31, 1942.

Settlement of the case came suddenly, just after Gold's attorney had outlined the basis of the complaint to Prof. Arthur L. Brown, arbitrator, at a hearing last Friday. The defending parties, at the close of counsel's opening address, thereupon filed written consent to the agreement.

Meanwhile, the arbitration complaint of John Taylor, operator of the Charles Theatre, La Plata, Md., against all of the consenting companies, except Warners but including Columbia, has been withdrawn. Sidney Lust's Marboro, also named, is said to have had a 14-day clearance over the Charles Theatre, against which Taylor protested. The complaint is reported to have been settled amicably.

Arbitration complaints continued to dwindle this week, only three being reported throughout the nation, as follows:

Claiming his inability to obtain sufficient product from Paramount and Twentieth Century-Fox prevents him from continuing his double feature policy at the former burlesque house, the Gayety Theater, Minneapolis, David Gillman, manager, has filed a request for arbitration.

Two clearance complaints were filed by Aleck Papayanakos, operator of the American, Canton, N. Y., who charges that undue protection is enjoyed by the Strand and Pontiac Theatres in Ogdensburg, N. Y. RKO and Warners are named in the dual complaints.

Alleging inability to obtain product from Warners, 20th Century-Fox, RKO and Paramount, Herman Lorence, owner of the 18th Street Theatre, Erie, Pa., has filed the first arbitration complaint in the Pittsburgh district.

Name Industry Defense Com.

Members Representing All Important Motion Picture Organizations Agree to Serve In Cooperation

Announcement was made this week of the personnel of the Motion Picture Committee for National Defense to include representation of all elements in the industry to meet the screen's increasing responsibilities in the present emergency.

The announcement was made by Francis S. Harmon, Defense Coordinator, on behalf of George J. Schaefer, Chairman of the National Coordinating Committee, who stated that all members of the various Committees had agreed to serve.

The 30 members of the National Committee are all serving as official representatives of the important industry organizations which they head, as follows:

Motion Picture Committee, Co-Operating for National Defense: Edward Arnold, President, Screen Actors' Guild; Barney Balaban, President, Paramount Pictures Inc.; Nate J. Blumberg, President, Universal Pictures Co., Inc.; Harry Brandt, President, Independent Theatre Owners Association, Inc.; Frank Capra, President, Screen Directors' Guild, Inc.; I. E. Chadwick, President, Independent Motion Picture Producers Assn.; James P. Clark, President, National Film Carriers, Inc.; Harry Cohn, President, Columbia Pictures Corp.; H. A. Cole, President, Allied States Assn. of Motion Picture Exhibitors; Y. Frank Freeman, President, Association of Motion Picture Producers, Inc.; Sheridan Gibney, President, Screen Writers' Guild, Inc.; James R. Grainger, President, Republic Pictures Corp.; John H. Harris, President, National Variety Clubs; Will H. Hays, President, Motion Picture Producers & Distributors of America, Inc.; Emery Huse, President, Society of Motion Picture Engineers; W. Ray Johnston, President, Monogram Pictures Corp.; Sidney R. Kent, President, Twentieth Century-Fox Film Corp.; Edward L. Kuykendall, President, Motion Picture Theatre Owners of America; Frank W. Lovejoy, President, Eastman Kodak Company; Robert H. Poole, Executive Secretary, Pacific Coast Conference of Independent Theatre Owners; Herman Robbins, President, National Screen Service Corp.; George J. Schaefer, President, RKO Radio Pictures, Inc.; Nicholas M. Schenck, President, Loew's Incorporated; Maurice Silverstone, President, United Artists Corp.; T. Kennedy Stevenson, President, Electrical Research Products, Inc.; W. G. Van Schmus, Managing Director, Radio City Music Hall; G. K. Throckmorton, President, RCA Manufacturing Company; Walter Wanger, President, Academy of Motion Picture Arts and Sciences; Harry M. Warner, President, Warner Bros. Pictures, Inc.; Herbert J. Yates, President, Consolidated Film Industries.

Functioning at all times for this sponsoring group is the National Coordinating Committee, composed of the following:

George J. Schaefer, Chairman; Francis S. Harmon, Co-ordinator; Barney Balaban, Joseph H. Hazen, William C. Michel, Nicholas Schenck, Walter Vincent, R. B. Wilby, Nathan Yamins, and Joseph Bernhard, Chairman Theatres Division; Y. Frank Freeman, Chairman Production Division; E. B. Hatrick, Chairman Newsreel Division; Martin Quigley, Chairman Trade Press Division; William A. Scully, Chairman Distributors' Division, ex officio.

The defense activities fall within five well-established divisions: production, distribution, newsreels, trade press and theatres. The personnel of each division follows:

Production Division: Y. Frank Freeman, Chairman; Sam Briskin, E. J. Mannix, Sol Lesser, Hal Wallis, Walter Wanger, Darryl Zanuck, Producers; Jack Chertok, Gordon Hollingshead, Short Subjects; Frank Capra, Directors' Guild; Edward Arnold, Actors' Guild; Sheridan Gibney, Writers' Guild; Fred Beetson, Assn. of Motion Picture Producers, Inc.; Richard Day, Art Direction; Lt. Col. Nathan Levinson, Edward Hanson, Sound; John Arnold, Camera; John Nickolaus, Laboratory; Alfred Newman, Music; Charles Boren, Fred Myers, Industrial Relations; Howard Strickling, Robert Taplinger, Public Relations; Mendel Silberberg, Counsel; Jock Lawrence, Secretary.

Distributors' Division: W. A. Scully, Chairman; Neil F. Agnew, George Dembow, Ned E. Depinet, William F. Rodgers, Gradwell L. Sears, Herman Wobber.

Newsreels Division: E. B. Hatrick, Chairman; Louis deRochemont, Thomas Mead, Albert J. Richard, Walton C. Ament, Truman Talley.

Trade Press Division: Martin Quigley, Chairman; Jack Alicoate, Jay Emanuel, John C. Flinn, Charles E. ("Chick") Lewis, Ben Shylen, Arthur Ungar, William R. Wilkerson.

Theatres Division: Joseph Bernhard, Chairman; E. V. Richards, Co-Chairman; A. H. Blank, Harry Brandt, Si H. Fabian, John H. Harris, E. L. Kuykendall, Charles C. Moskowitz, Sam E. Morris, John J. O'Connor, R. J. O'Donnell, Spyros Skouras, R. B. Wilby, Nathan Yamins.

Sub-Committees Theatres Division: Co-ordinating: R. B. Wilby, Chairman; A. H. Blank, Charles C. Moskowitz, E. V. Richards, Spyros Skouras.

Organization: Harry Brandt, Chairman; John H. Harris, E. L. Kuykendall, John J. O'Connor, Nathan Yamins.

Field Organization: John Balaban, E. C. Beatty, Carl Buermele, Wm. F. Crockett, Jay Emanuel, Si H. Fabian, Harold Fitzgerald, John Friedl, Julius Gordon, L. C. Griffith, Harry Kalmine, Jack Kirsch, E. L. Kuykendall, I. Libson, M. A. Lightman, Frank Newman, R. J. O'Donnell, Samuel Pinanski, Robert H. Poole, Elmer Rhoden, Rick Ricketson, Samuel Rinzler, John Rugar, Meyer Schine, Fred Schwartz, Mort Singer, William Skirball, Charles Skouras, Roy Walker.

Publicity: Oscar Doob, Chairman; Harry Brand, Harry Goldberg, Claude F. Lee, Harry Mandel, Aubrey Schenck.

Finance: Si H. Fabian, Chairman and Treasurer; Nathan Yamins, Leonard Goldenson, E. L. Kuykendall, Spyros Skouras.

Seltzer Joins AMPP as Assistant to Lawrence

Hollywood—Frank Seltzer has resigned as publicity director for Hal Roach studios to join the staff of the Association of Motion Picture Producers as assistant to Jock Lawrence. Seltzer left the Roach organization last Monday.

S. Dakota Tax Reduced to 2%

Action Follows Governor's Tax Reform Program

Sioux Falls, S. D.—On and after July 1, 1941, South Dakota theatregoers will pay one-third less tax on their playhouse admissions as the result of one phase of Governor Harlan J. Bushfield's tax reform program, which was approved by the legislature and signed into law by the executive. The new law cuts the present three per cent tax to two per cent.

Based upon the Wisconsin law and directed especially against ASCAP, a measure to impose a 25 per cent tax on gross incomes of organizations collecting fees in South Dakota for use of copyrighted music died in committee.

N.Y. Industry Bills On Way to Morgue

Albany — Several measures are likely to go to the legislative morgue after Assembly committees make their final report to the House. Many of the bills will be those regarded as imposing restrictions on theatres and chain operations, if actions of other years can be considered as a criterion.

Measures to tax chain stores, including theatres, and outdoor advertising legislation are among the bills that met an annual committee demise in other years, although a mild proposal along the latter line has a good chance of prevailing this year.

Vending Machine Tax Bill

Albany—A bill to amend the tax law in relation to imposing a tax on operation of vending machines for unemployment relief purposes has been introduced by Senator Edward Coughlin.

HAROLD WILKES DIES



Harold F. Wilkes, Paramount's Southern district manager died last week after a long illness. He had been on leave of absence from Paramount for nearly a year. He leaves a widow, a daughter, a son, his mother and a brother. He was 48 years old. Wilkes joined Paramount in 1913 as a booker for the Southern Paramount Picture Company. In 1916, he became executive manager for S. A. Lynch until 1923 when he became Paramount manager in New Orleans. He was made district manager in 1939.

RKO leads the EASTER PARADE with a show made to order for *Holiday* Playing Time

RKO RADIO PICTURES



SWING INTO SPR



FRANK ROSS and NORMAN KRASNA PRESENT

JEAN ARTHUR

The "Devil" a

Directed by
SAM WOOD
Director of "KITTY FOYLE"
and "MR. CHIPS"


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With the gayest, freshest, brightest comedy romance you could ever hope for! A sprightly, speedy, spicy delight directed by the man who gave you "Kitty Foyle," and written by the author of "Mr. and Mrs. Smith."... BOOKED AS THE GALA EASTER WEEK ATTRACTION BY SCORES OF FIRST RUNS EVERYWHERE!
Miss Jones
with ROBERT · CHARLES
CUMMINGS · COBURN
EDMUND GWENN • SPRING BYINGTON • S. Z. SAKALL
WILLIAM DEMAREST • PRODUCED BY FRANK ROSS
WRITTEN BY NORMAN KRASNA
RKO RADIO PICTURES

The Talk of the Tents Up and Down the Land

Variety Club Notes

Weekly Get-Together of Filmdom's Good Fellows

JOHN H. HARRIS, NATIONAL CHIEF BARKER

Tent No. 1—Pittsburgh

King for the Day on March 17 was Chief Barker C. C. Kellenberg.

Mrs. Art Levy and Mrs. Cy Steinhauser entertained at the last Ladies Day at the Club and the hostesses for the party on Tuesday, March 18, were Mrs. Ackerman and Mrs. Lefton.

Byron D. (Buck) Stoner left on his vacation this week. He will visit Buffalo and points East. Barker George Harrison is vacationing in Florida this month.

Sam Galanty, District Manager for Columbia, and Earl Sweigert, Paramount District Manager, were visitors here last week.

Barker Jack Maple of Pt. Marion and Dave Jacobs of the West Virginia University, Morgantown, stopped at the Club this past week.

The Club will sponsor a big vaudeville show at the Stanley Theatre on Sunday, March 30, for the benefit of the Greek War Relief Fund.

Tent No. 2—Columbus

The club entertained practically all of the Federal, state, county and city officials in the city at a dinner last Friday night. Lieut. Gov. Paul M. Herbert acted as toastmaster and after introducing all the guests called upon the following for short addresses: Chief Barker Virgil A. Jackson, who gave a history of the manner in which Variety was started and its accomplishments in the past ten years; Chief Justice Weygandt of the Ohio Supreme Court who spoke on the need for various forms of entertainment under present conditions paid a high tribute to the entire amusement industry; and Governor Bricker, who spoke in the dual role of a barker and a guest.

Tent No. 3—Cincinnati

Chief Barker Bill Onie returned from the National Convention Committee meeting in Atlantic City recently all enthused over the forthcoming convention in May. He is now trying his hardest to organize as large a delegation as possible to attend the affair. From where we are sitting it looks like two private cars from the Queen City both of them full of barkers going for a good time.

The chief topic of conversation at the tent these days is of course the advent of the baseball season. What with the Cincinnati Reds being the World's Champs there are quite a few directly connected with the trials and tribulations of the team as members of this tent. And they are all in Tampa following the workouts of the "cinch repeaters" for the third successive year. For instance there is General Manager Warren G. Giles, a Barker who is sunning himself now that Lombardi is in line; then there is Gabe Paul, another Barker who is the traveling secretary of the Reds getting ready for his ordeals during the regular season by handling the training trip, and on the side playing, according to news pictures, with his one year old son; Dick Bray, also a Barker and all around sports announcer, who flew down to Tampa the other day with Owner Powel Crosley in his private plane, just to see how the heroes look at this early date, and of course rotund Harry Hartman, the only holdout sports announcer in captivity or out, who dons a monkey suit daily and shags flies trying to take forty or fifty pounds from his abdomen. Last but not least, Allen Moritz, who just sits in the stands watching his pets. All of them hoping of course that the Reds repeat.

NATIONAL VARIETY CONVENTION NOTES

Each tent can render the maximum cooperation in connection with the National Convention by carefully observing the following:

(1) Start your activity for raising funds to pay for or to help defray the expense of a large delegation to Atlantic City. National Headquarters or some of the other Tents will cheerfully tell you how to raise funds.

(2) Get in touch with Henry Friedman, chairman of the Hotel Reservation Committee, at the Philadelphia Tent, regarding your hotel reservations. By working with him closely he will be able to allot your rooms close together. Each Chief Barker should appoint an attendance committee for his own Tent to contact and work with Friedman.

(3) Cooperate with your Publicity Committee by keeping the Chairman posted on everything your Tent is doing in connection with the convention. These items form the basis for national press releases which are necessary in publicizing this important event.

(4) Assist the program advertising committee by offering to obtain local ads for the official souvenir program. Each Chief Barker will have a supply of advertising contract forms for this purpose.

(5) Designate the best golfer in your Tent to participate in the Golf Tournament and send the publicity committee a photo of the gift your Tent is donating.

(6) Do your utmost to make a substantial pledge for your Tent's charity activities for the coming year. The eyes and the ears of the entire industry will be watching and listening to what happens in Atlantic City and we want them all to know what a grand job Variety is doing to help the less fortunate and under privileged.

(7) Tents desiring to enter a float in the Boardwalk Parade should communicate with Ted Schlanger, Chairman of that committee, care of the Philly Tent. Several have already expressed a desire to participate, and all tents are invited to be represented in the parade.

(8) Outstanding personalities in the field of entertainment...screen...stage...and...radio...will be guests of Variety during the convention. Make sure your local newspapers know about it and get all the local publicity possible because all publicity about the Convention is bound to react favorably upon your own activities in your city. (And don't forget; send the publicity committee all tear sheets and clippings from your papers as they are needed for the national scrap book of the Convention.)

(9) Use that rubber stamp sent out by National Headquarters not only on your local Variety mail but on all exchange and exhibitor mail as well. It will go a long way towards reminding everybody in the industry that we are having a National Convention on May 15th, 16th and 17th.

(10) Make a determined effort to win one of the attendance awards. There are two of them this year. The Mileage Attendance Trophy now held by Pittsburgh and the new Per Capita Attendance Trophy which will be awarded on the basis of greatest percentage of individual Tent membership present.

(11) Don't let hotel rates scare those from your Tent who want to attend but cannot afford the official rates at the Traymore. There are dozens of hotels right close to the Traymore where good accommodations can be had for as low as a dollar a day. And they are good, clean hotels, too.

(12) Be sure to communicate with the Transportation Committee regarding contemplated plans for railroad transportation. That committee, headed by Bill Clark of Philadelphia, has to worry about taking over your special Pullman cars and combining them into one solid special train after you get to Philadelphia. Bill will gladly advise you in advance of your own plans, if you only give him a chance.

(More suggestions next week)

CONVENTION CHATTER

A grand total of close to $400,000 has been pledged to the charity fund, and indications are that this sum will be greatly exceeded when the delegates make their final report at Atlantic City. Last year, the $300,000 that was pledged was $70,000 more than was promised.

The following additional committee appointments have been made by John H. Harris, National Chief Barker: Registration Committee: George F. Weilland, chairman, Bankers Trust Bldg., Phila.; Boardwalk, Store and Town Decorations Committee: Harry I. Waxman, chairman, Hollywood Theatre, Atlantic City. (He will also be chairman of the Night Club Party Committee.) Ticket and Coupon Book Committee: Jay Emanuel, chairman, 1225 Vine St., Phila.; Meeting Rooms Committee: Henry Friedman, chairman, Ardmore Theatre Bldg., Ardmore, Pa.

Miami and Hollywood will send representatives to Atlantic City to bid for the 1942 convention. Both are anxious to attract Variety Club membership and guests to their respective cities.

Tent No. 5—Detroit

20th Century-Fox Night at the Variety Club last Saturday was one of the most successful evenings the Tent has held this season. A cooperative spirit of good-fellowship that resulted in a strong program of talent for the floor show, plus plenty of members and guests to literally crowd the clubrooms, was the "secret of success."

Lester Sturm, Fox manager, was the "official celebrity" of the evening, and his own force, including Bowler Art Knapp, Floyd Keillor, Eddie Westcott, and Jack Sturm, turned out in a body for the occasion. Much of the credit for a big night went to Jack Hurford, manager of the Fox Theatre, who undertook the job of presenting a fine floor show, including talent from leading night clubs and theatres, and of generally plugging the event to make it the big success that it was.

Bert Wheeler, currently appearing with the Earl Carroll show at the Michigan Theatre, was a guest of Chief Barker John Howard, together with Phyllis Ruth, who just finished Paramount's "Caught in the Draft," and came on from Milwaukee to visit Wheeler.

Howard and Earl Hudson, UDT president, and the staffs of Paramount and UDT were joint hosts last Friday at a farewell party at Thomas' Inn—way over in Windsor, Ont.—to Eddie Hyman and Allen Usher, who are leaving the Detroit territory. Hudson's UDT gang held their own party Monday midnight in the lobby of the Michigan Theatre, some 400 strong, with Hank Finney's orchestra, and guests from the "Vanities" show. UDT hit the headlines again on Thursday, opening the new Bloomfield Theatre at Birmingham.

Tent No. 6—Cleveland

The testimonial dinner to Barker Mat Goodman was a big success. Over 100 members attended the dinner which was in the nature of a comeback party for Mat who was ill for several months.

Barkers John Calafat, Abe Kramer, John Urbansky and Charlie Rich arranged for Associated Theatres night on Monday, March 17th. Theodore Andrica, Nationalities Editor of the *Cleveland Press* was the principal speaker, his topic being "The Balkan Powder Key."

Barker Moe Horwitz and other club members working like beavers for the local Greek

(*Continued on Page* 25)



ETTE

DAVIS

may now be booked

for EASTER WEEK

engagements in her

stunning new triumph

The Great LIE

GEO. BRENT · MARY ASTOR

UCILE WATSON • HATTIE McDANIEL • *DIRECTED BY EDMUND GOULDING*

Screen Play by Lenore Coffee • From a Novel by Polan Banks • Music by Max Steiner

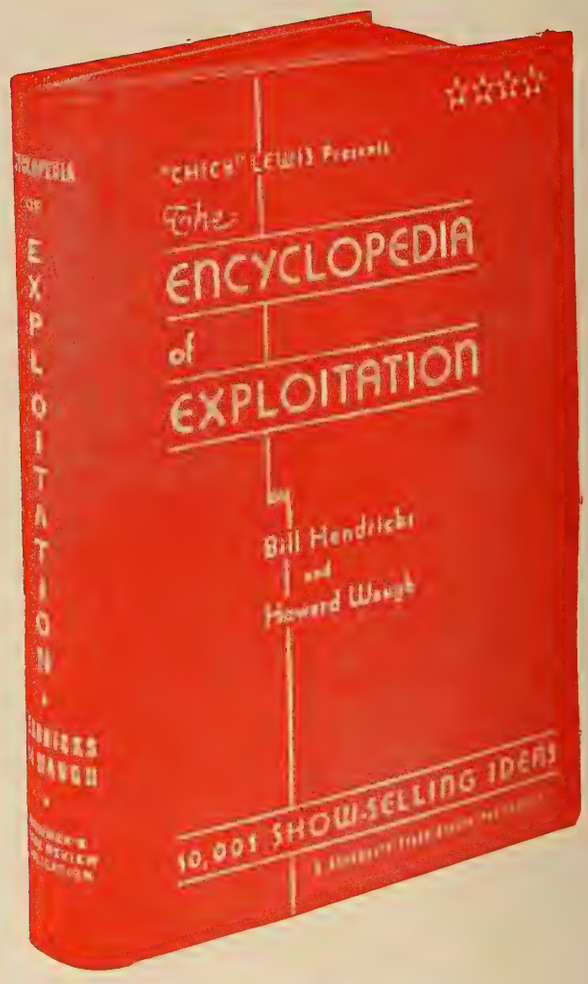
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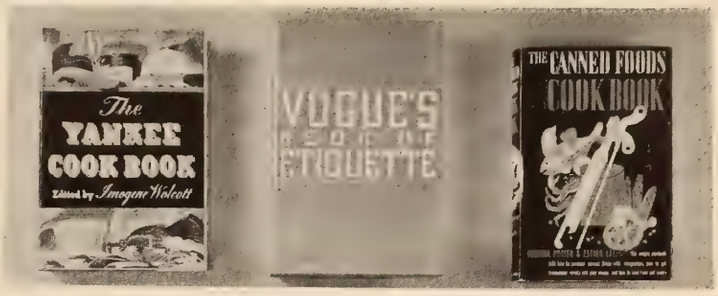
Here You Are...An Amazing Spring & Summer Campaign to Give You Packed Houses When You Need Them Most

EVERYWOMAN'S PERSONAL AND HOME LIBRARY

Three Outstanding Books All Women Will Want For Themselves And Their Children.

	Sells at
THE YANKEE COOK BOOK—Here is the foundation of all good American cooking	$2.50
VOGUE'S BOOK OF ETIQUETTE—Compiled by editors of VOGUE MAGAZINE	3.00
THE CANNED FOODS COOK BOOK—The only complete canned foods cook book	2.49

A 12 week campaign. Each book divided into 4 "parts." The three books given out one part per week for 12 consecutive weeks. An attractive Loose Leaf Binder in colors given with each book. First week, your women patrons get the Binder and Part No. 1. Second week Part No. 2,* etc. The process is repeated for all three books. A Binder for each book.



Above are the three books in their regular book store editions

—Distributed by special arrangement with the publishers DOUBLEDAY, DORAN CO., Inc., and COWARD-McCANN, Inc.



Here they are in our Loose Leaf Binder form (very attractive indeed)

Price only 10½ cents per "part" . . . including an equal number of the expensive Binders in colors. For each book, you get an equal number of Binders as number of No. 1 parts. This gives you all three books for $1.26. Since the books sell at a total price of $7.99 . . . gives you the unbelievable discount of 84%. This discount to you includes the heavy royalties we must pay the publishers and authors. NEVER have exhibitors been offered such discounts on high royalty books. And please put a minute or two on this point—In 12 visits to your theatre, your women patrons will get a $7.99 value . . . being 66 cents each visit (that's considerably more than their admission).

Complete books GUARANTEED, page for page same as the regular book store editions.

No need explaining the enormous merits of THE YANKEE COOK BOOK & VOGUE'S BOOK OF ETIQUETTE. As for THE CANNED FOODS COOK BOOK . . . being the only complete canned foods cook book, and since canned foods now constitute a major portion of our diet, get ready for packed houses beyond your dreams. No matter how many cook books a woman may already have, she will still want THE CANNED FOODS COOK BOOK simply because it is different and because it will show her how to spend less time cooking in a hot kitchen in hot weather. A PERFECT SUMMER PREMIUM.

Free trailers given, to be returned to us. Also 1,000 free heralds, and newspaper mats. This project lends itself to effective and punchful trailers, heralds and mats. We will leave no stone unturned to pack your theater, and thereby increase our own profits.

You may return all undistributed parts and Binders for full credit. We will make up all shortages at no increase in price . . . including an equal number of Binders of Part No. 1 of each book. Shipments made to your theater freight prepaid c.o.d. weekly. To cut down our losses on returns and as a means to hold your orders within reasonable bounds, undistributed binders and parts must be returned freight prepaid to us (a small matter at most).

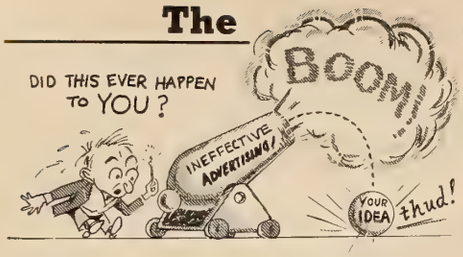
The above GUARANTEES protect you fully. You may therefore mail us your order on your business stationery. FIRST COME—FIRST SERVED.

*All rights reserved to this method of distributing books.

Inquiries welcomed from responsible representatives in all film distributing territories.

U. S. SALES COMPANY, 341 Madison Avenue, New York, N. Y.

The ADVERTISING CLINIC ★ by Old Doc Layout



Spring Tonic for Moviegoers; Seasonal and Institutional Newspaper and Program Ads

Old Doc' won't spend much time or many words talking about the purpose of institutional advertising. Everybody in show business knows the purpose of the institutional ad—the ad that sells the theatre as an institution.

But what the institutional ad will do for the theatre is something which is often overlooked. The theatre is the showman's own—the attractions he books may be the very best he can get from others, but the theatre is his own to make as good, or as uninviting, as his ambition and ability permits. But the fact is that the theatre is there to stay, and it's up to the management to stay with it profitably.

Takes the Bite Out of Slumps

In institutional advertising your aim is to awaken a consciousness in your community of your theatre—not some other theatre. It is up to you through this selling to implant the idea that when people think of pictures they immediately think of your theatre.

When slumps, due to business slow-downs, or seasonal effects on theatregoing, hit your town the results will be less serious for you if your theatre is well sold as an institution. Remember—the theatre is no longer a luxury, it has become a vital and important factor in the social life of this and other countries, and there is no community that is not better off for having a good movie house.

Pep Up Spring Business

Now let the sketches of suggested lines to take in selling your shows at seasons when there is likely to be a let-down in theatre interest do the talking. Old Doc' gives you just a few pieces of copy and two sketches to indicate a plan for April selling. They point the way. Study them, and now try some of your own. OK?

Following is the copy suggested as a line of approach in selling different features of your theatre, its service, its shows, through the medium of an usher speaking.

"I AM A STATE THEATRE USHER!"

"My employers, at heart, are 'Just Folks' . . . with the same ambitions, the same weaknesses, same faults and fine qualities as other folks! I want to tell you a few facts that make me a satisfied employee of the State Theatre!

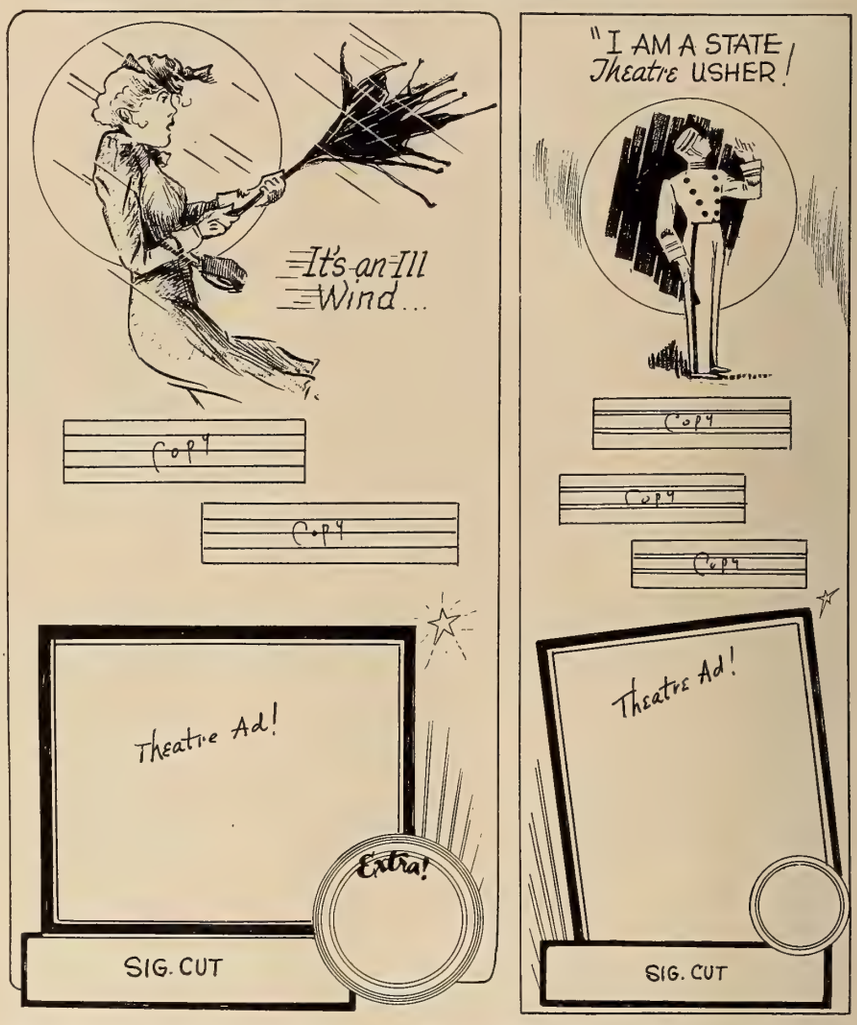
"My boss has obtained the very best entertainment Hollywood has to offer for you folks' enjoyment during the month of APRIL! It may shower outside as often as it wants . . . the only shower we know is the 'SHOWER OF HITS' we've lined up for you!

"I'm not April Foolin' when I say 'forget your troubles—relax, and come to the State Theatre TONIGHT! It'll make April one of the gayest, happiest months of the entire year! DON'T DISAPPOINT ME—I'LL BE LOOKING FOR YOU!"

HOW TO CUT MATS

Old Doc has received word from many theatremen regarding the method of cutting mats. This is due to confusion over the statement in the first Clinic (March 1st): "all cutting of any portion of theatre mats should be done at the newspaper office," as well as a caption to an illustration of a jigsaw which stated "have your printer use this for cutting mats." Strictly speaking the paper mold or mat is not cut at all, and attempts to do so with scissors or jigsaw fail. The metal casting made from the complete mat is what is cut in accordance with layout instructions, not the matrix itself. OK?

LAYOUT AND COPY IDEAS FOR APRIL



Copy suitable for the layouts sketched above will be found elsewhere on this page. The purpose here is to approach people's attention by tying in with what's on their mind—Spring—during April. The institutional idea is blended with the seasonal appeal in both layout and copy. Regarding the latter, the amount of copy suggested is purposely overwritten to serve chiefly as a stimulant to many angles which may be used in April.

Following is the copy that might be run with the display featuring the girl with the umbrella.

APRIL SHOWER OF HITS

Our APRIL SHOWER OF HITS has just begun folks, so don't let ol' man Spring Fever get you . . . there's a real SPRING TONIC waiting for you at the Blank Theatre, where we are making the month of April one of the most entertaining you've ever enjoyed. We're not April Foolin' when we say we've lined up Hollywood's finest pictures for your pleasure.

Come on in out of the showers, or even the sunshine . . . You'll find the staff of the Blank bidding you a cheery welcome and a swell show on the screen at every engagement during our APRIL SHOWER OF HITS!

IT'S AN ILL WIND
ONE GOOD SHOWER DESERVES ANOTHER, so let the ol' umbrella blow inside out . . . come into the sunshiny brightness of the Blank Theatre during our April Shower of Hits . . . SO . . . forget your worries, come to the Blank and enjoy yourself . . . Let the breezy action, romance and glamor of our great screen entertainments blow those blues away.

Dad bring Mother, and Junior bring your sweetheart, and make your slogan for April: "LET'S GO TO THE BLANK TONIGHT!"

C'MON . . . LET'S GO!
LET'S ALL GO

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

NEXT CLINIC: April 5 Issue. Practical Ideas on Selling Short Subjects Via Newspaper Advertising

Hurry, Hurry, Hurry!



Gene Towne presents
LOUISA MAY ALCOTT'S
Little Men
with
KAY FRANCIS • JACK OAKIE • GEORGE BANCROFT
JIMMY LYDON • ANN GILLIS • CHARLES ESMOND and
"ELSIE" (THE COW)
Directed by NORMAN Z. McLEOD
Produced by GENE TOWNE and GRAHAM BAKER
Screen play by Mark Kelly and Arthur Caesar
RKO RADIO
THE PLAYS THE THING

Only a short time left to get into the great $15,000.00 CASH PRIZE CONTEST

for showmanship campaigns on "Little Men." Contest open on all engagements beginning up to and including April 15th . . . PLENTY OF PRIZES FOR SHOWMEN IN EVERY CLASSIFICATION — 369 OF 'EM! . . . first runs, subsequent runs, big cities, small towns and in between. Look over that full list of prizes below! There's still time for YOU to do a job and get your entry in by April 25th! Contact your RKO Exchange immediately. Get a copy of the special press sheet, outlining special stunts and a world of tieups. Give it the action it needs NOW and cash in!

(Contest began November 1, 1940, and continues to, and including, April 15, 1941. The contest applies to all "Little Men" engagements opening within this period. All entries must be post-marked or sent not later than midnight, April 25, 1941. In the event of ties, duplicate prizes will be awarded. Full details available without cost at any RKO Exchange).

Here's the $15,000.00 as Cash Prizes

IN CITIES OF 100,000 OR OVER
FIRST RUN THEATRES
1st Prize $500.00
2nd Prize 250.00
3rd Prize 100.00
Ten of $50.00 each

SUBSEQUENT RUN THEATRES
1st Prize $250.00
2nd Prize 100.00
Ten of $50.00 each
Fifty of $25.00 each

IN CITIES OF 25,000 50 100,000
FIRST RUN THEATRES
1st Prize $500.00
2nd Prize 250.00
3rd Prize 100.00
Five of $50.00 each
Ten of $25.00 each

SUBSEQUENT RUN THEATRES
1st Prize $250.00
2nd Prize 100.00
3rd Prize 50.00
Seventy-five of $25.00 each

IN CITIES UNDER 25,000
ALL THEATRES
1st Prize $500.00
2nd Prize 250.00
3rd Prize 100.00
Ten at $50.00 each
150 at $25.00 each

IN CANADA (ALL CITIES)
FIRST RUN THEATRES
1st Prize $250.00
2nd Prize 100.00
Two of $50.00 each
Three of $25.00 each

SUBSEQUENT RUN THEATRES
1st Prize $200.00
2nd Prize 100.00
Two of $50.00 each
Twelve of $25.00 each

RKO NATIONAL CIRCUIT
1st Prize $400.00
2nd Prize 200.00
3rd Prize 100.00
Two of $50.00 each

RKO METROPOLITAN N.Y. CIRCUIT
1st Prize $300.00
2nd Prize 200.00
3rd Prize 100.00
Four of $50.00 each

The Box Office Slant

Sleepers West

(Hollywood Preview)

20th Century-Fox **Drama** **72 mins.**

(Prod. No. 134, Nat'l Release, April 4)

AUDIENCE SLANT: (Family) Good entertainment for every type of patron.

BOX OFFICE SLANT: An above-the-average program feature.

Cast: Lloyd Nolan, Lynn Bari, Mary Beth Hughes, Louis Jean Heydt, Edward Brophy, Don Costello, Ben Carter, Don Douglas, Oscar O'Shea, Harry Hayden, Hamilton MacFadden, Ferike Boros. **Credits:** Directed by Eugene Forde. Screenplay by Lou Brewlow and Stanley Rauh. Based on a novel by Frederick Nebel, and the character "Michael Shayne" by Brett Halliday. Director of photography, Peverell Marley. Film editor, Fred Allen. Executive Producer, Sol M. Wurtzel.

Plot: Complications arise when Detective Michael Shayne boards a train with a pretty murder witness whom he is trying to bring safely into San Francisco to clear the name of an innocent man. But, with the aid of a clever newspaper woman, the witness and her new-found sweetheart try to escape. Shayne outwits them all, even though the train is wrecked.

Comment: Here's a fast-moving story with plenty of entertainment for the masses. The picture is the second of the "Michael Shayne" detective series and, like the first, is a good blending of mystery, comedy and romance. It's top rate fare for its intended market and will make a swell companion feature on dual bills. Lloyd Nolan heads the cast with another of his superb portrayals aided by Lynn Bari, Mary Beth Hughes, Louis Jean Heydt and Edward Brophy. If the rest of the series is as good as this one, Michael Shayne should become very popular with the fans. Direction and production are well handled. Most of the action takes place aboard a train, a sort of "Grand Hotel" idea on wheels, which should rate windows at travel agencies. Arrange bookstore tieups. Distribute heralds printed to resemble long railroad tickets.

Catchline: "Hop aboard the Limited with Detective Michael Shayne."

That Hamilton Woman

United Artists **Period Drama** **128 mins.**

(National Release, April 30)

AUDIENCE SLANT: (Adult) Excellent production for class patronage. It will not be too enthusiastically received in small communities, however.

BOX OFFICE SLANT: Popularity of the two stars should help grosses appreciably, but the picture will need strong exploitation.

Cast: Vivien Leigh, Laurence Olivier, Alan Mowbray, Sara Allgood, Gladys Cooper, Henry Wilcoxon, Heather Angel, Halliwell Hobbes, Gilbert Emery, Miles Mander, Ronald Sinclair, Luis Alberni, Norma Drury, Olaf Hytten, Juliette Compton, Guy Kingsford. **Credits:** Produced and directed by Alexander Korda. Original screenplay by Walter Reisch and R. C. Sherriff. Director of photography, Rudolph Mate. Special effects, Lawrence Butler. Special sequences photographed by Edward Linden. Art direction, Vincent Korda. Musical direction, Miklos Rozsa. Film editor, William Hornbeck.

Plot: Lord Nelson (Olivier) meets Lady Hamilton (Vivien Leigh), wife of the British ambassador to Naples. Their affair is common gossip, yet they cannot give each other up. Nelson's wife leaves him, while Lady Hamilton's husband dies, his money going to his nephew. During the Battle of Trafalgar, Nelson is killed, leaving Lady Hamilton penniless.

Comment: Here is seemingly a big and important production, for it has been elaborately produced; but its success must come principally from metropolitan engagements, for it is a picture that will appeal more to the classes than to the masses. Running 128 minutes, it is extremely long and might have been "tightened up" a little more by skillful editing. As it is, there are a few tedious moments, with the Battle of Trafalgar, which serves as the background for Lord Nelson's death, furnishing the only available thrills and excitement coveted by most small-town audiences. Both Vivien Leigh and Laurence Olivier give excellent portrayals and are capably supported by Alan Mowbray, Sara Allgood, Gladys Cooper and Henry Wilcoxon. Exhibitors playing the picture should accord it an all-embracing exploitation campaign, for despite any shortcomings, it is indeed a prestige picture and worthy of preferred playing time. Naturally, the two stars will account for much of the business done. Accenting the real-life vs. reel-life romance of the principals, arranging fashion tieups, contacting libraries for book displays on the period of the film's story, are just a few of the exploitation activities in which exhibitors should engage.

Catchline: "One of history's most thrilling love affairs told against the exciting background of the Napoleonic era."

YOU MAY WIN!

STR's short subject idea contest is open to all theatremen. Here's a coupon—use it with your suggested plan for selling shorts to the public. See issue of March 1st for rules and money prizes.

I am entering the SHOWMEN'S TRADE REVIEW Idea Contest with my letter enclosed.

Name.....

Theatre.....

Street Address.....

City.....State.....

Legion of Decency Ratings

(For Week Ending March 20)

SUITABLE FOR GENERAL PATRONAGE

Back in the Saddle
Double Date
Federal Fugitive
Here Comes Happiness
A Man Betrayed
Men of Boys' Town
Lone Wolf Takes A Chance
The Great Train Robbery

SUITABLE FOR ADULTS ONLY

Flying Wild
Scotland Yard
Las Vegas Nights
Man Made Monster
Thirty Days Hath September
Reaching for the Sun

Ride On Vaquero

20th Century-Fox **Western** **64 mins.**

(Prod. No. 138—Nat'l Release, April 18)

AUDIENCE SLANT: (Family) Good outdoor entertainment that maintains the pace set by earlier releases in the "Cisco Kid" series.

BOX OFFICE SLANT: Should draw well on "action" days, although in many situations it will need stronger feature support.

Cast: Cesar Romero, Mary Beth Hughes, Lynne Roberts, Chris-Pin Martin, Robert Lowery, Ben Carter, William Demarest, Robert Shaw, Edwin Maxwell, Paul Sutton, Don Costello, Arthur Hohl, Irving Bacon, Dick Rich, Paul Harvey, Joan Woodbury. **Credits:** Executive Producer, Sol M. Wurtzel. Directed by Herbert I. Leeds. Original screenplay by Samuel G. Engel. Suggested by the character, "The Cisco Kid," created by O. Henry. Director of photography, Lucien Andriot. Art direction, Richard Day and Chester Gore. Musical direction, Emil Newman. **Film editor,** Louis Loeffler.

Plot: To save his neck after being captured, Romero agrees to risk his life to investigate a series of kidnappings of wealthy ranchmen for ransoms. He finds the kidnappers are using his name, finds too that he is blamed, but manages to capture the culprits and make them confess.

Comment: Of all the western heroes, Cesar Romero is the only one who can kiss the heroine (or any other lovely senorita) and get away with it. Handsome, suave, romantic—he has attributes not possessed by the others—yet he sings not, nor does he play a guitar. Perhaps he is one of the few screen personalities who is as much at home on the prairies as in the drawing room, and certainly the only one with a definite appeal for feminine fans. In this new western he makes love, risks his life and executes two intricate tangos with Mary Beth Hughes—all with equal ease and abandon. The picture is not the "knock 'em down, drag 'em out" type, yet it holds the interest throughout and maintains the pace set by earlier releases in this series. Tango contests, "Mexican bandit" street ballyhoo, and a display of action posters and photos on the theatre front and in other accessible spots should highlight the activities of your campaign.

Catchline: "'The Cisco Kid' rides again in new and thrilling adventures."

Man Made Monster

Universal **Horror** **62 mins.**

(Prod. No. Not Set—Nat'l Release, Mar. 21)

AUDIENCE SLANT: (Adult) For the dyed-in-the-wool horror fans, this will probably be intriguing. For others, it won't.

BOX OFFICE SLANT: Satisfactory, where they like horror pictures.

Cast: Lionel Atwill, Lon Chaney, Jr., Anne Nagel, Frank Albertson, Samuel S. Hinds, William Davidson, Ben Taggart, Connie Bergen, Ivan Miller, Chester Gan, George Meader, Frank O'Connor, John Dilson, Byron Foulger, Russell Hicks. **Credits:** Associate producer, Jack Bernhard. Directed by George Waggner. Screenplay by Joseph West. Based on the story, "The Electric Man" by H. J. Essex, Sid Schwartz, Len Golos. Cameraman, Elwood Bredell.

Plot: Chaney is the sole survivor of a crash in which all the other passengers of a bus are electrocuted. Hinds, a scientist, gets him to submit to some experiments but Hinds' assistant, Atwill, uses Chaney for his own purposes of making a man capable of sustaining so large a charge of electricity that he will obey his master's slightest desires. Chaney, in response to Atwill's command kills Hinds and the electric chair has no effect on him. He finally dies when his body is discharged of electricity.

Comment: A highly fantastic plot, the like of which has seldom been equalled is the highlight of this picture in which Chaney, while supposedly charged with electricity walks about like a glowworm with a halo. It is all very ridiculous even to a horror fan, but the latter are probably so inured to improbabilities that they can take it. Romance has been dragged in by the heels to make it slightly more palatable, but the picture as a whole is second rate and suitable only as the second half of a double feature bill. The per-

(*Continued on Page 23*)

Selling the Picture

For Better Show Selling
***Showmanalyses* Have Appeared In STR on Following Pictures**

Adam Had Four Sons	Feb. 15
Arise My Love	Nov. 9
Back Street	Feb. 8
Bank Dick	Nov. 30
Escape	Nov. 2
Girl, A Guy and A Gob	Mar. 8
Go West	Dec. 7
Her First Romance	Jan. 11
Kitty Foyle	Dec. 21
Land of Liberty	Jan. 18
Letter, The	Nov. 23
Mad Doctor	Feb. 22
Man Who Lost Himself	This Issue
Melody Ranch	Nov. 16
Mr. and Mrs. Smith	Feb. 1
Penalty, The	Mar. 15
Philadelphia Story	Jan. 25
Son of Monte Cristo	Dec. 28
Thief of Bagdad	Dec. 14
This Thing Called Love	Jan. 4
Tobacco Road	Mar. 1
You'll Find Out	Nov. 23

Army to Cooperate on 'Wings' World Premiere

Cooperation by the United States Army on the world premiere of "I Wanted Wings," was assured Paramount last week in a communication sent from the War Department in Washington to Robert M. Gillham, director of advertising and publicity. The opening will take place on Wednesday evening, March 26, at the Astor Theatre.

The War Department, which cooperated to the fullest on the production of "I Wanted Wings," much of which was filmed on location at Kelly and Randolph Fields near San Antonio, Texas, made its decision to take part in the premiere after viewing the picture.

Official Washington will be represented at the gala opening by key figures in the War Department, U. S. Army Air Corps, Office of Production Management and officers of the Second Corps Area and Mitchell Field, who will join a brilliant galaxy of social, diplomatic, civic and Hollywood celebrities at the Astor Theatre.

The festivities will be keyed by a giant electric display covering the entire front of the theatre and built around a surprise animation in the spirit of the aviation theme of the picture. At 8:30 P.M. the premiere will get under way with batteries of klieg lights, loudspeakers, full-dress uniforms, squads of extra police and lavish decorations giving the occasion all the glamour and excitement of the classic Hollywood opening. The War Department and Army Air Corps have special plans of their own, which will be revealed shortly.

A major item in the local exploitation campaign worked out in connection with the opening is the "I Wanted Wings" Model Airplane Contest, which the *New York Journal-American* started plugging March 17 and will continue to do so through March 29 in front page layouts. Said to be the most elaborate model airplane building contest ever put over, it will ride the wave of the current rage for plane planning and construction. Rules and administration of the contest are in the hands of the Air Youth of America, the Rockefeller-endowed foundation, which is giving the project complete support.

Paramount district managers from all over the country will convene in New York to formulate further plans for the promotion and exploitation of the picture. The meeting is set to take place at the Waldorf-Astoria Hotel on Thursday, March 27, following the world premiere.

Cohen Proves That Westerns Can Be Successfully Sold

Roosevelt Manager Trots Out Novel Ideas In Giant 'Melody Ranch' Campaign

WHO said a Western couldn't be sold? We say they can, and to prove it we have an exclusive report of the splendid campaign used by Manager Artie Cohen of the Warner Roosevelt Theatre, Philadelphia, on Gene Autry's "Melody Ranch." With proper advertising and exploitation, Artie got the box office results a lot of exhibitors dream about but do not always attain. Let's take a look at the record:

He made five store tieups, three of them with Grant's, Woolworth's and Kresge's dime stores, and two with phonograph shops. In the former, displays of Autry records, cut-out novelties and drawing books appeared on counters and in the windows. In the latter, display cards and scenes from the picture were featured.

At a prominent gas station, a huge 3-sheet was placed on a special display board under lights, which was easily seen not only by pedestrians but also by auto traffic and from the elevated overhead. It was a "big flash," Artie reports.

Ad in Neighborhood Newspaper

In the *Frankford News Gleaner,* local neighborhood newspaper, a novel 14-inch one-column ad was planted (see cut). Because of its tricky style, the ad stole the theatre page. In conjunction with this, the Roosevelt manager promoted an art and story break (see cut).

One of the highlights of Cohen's campaign was a novelty trailer which he had made up and inserted in the newsreel. It so happened that a year ago Autry had visited Philadelphia, and a picture had been taken of Artie, along with L. B. Graver, district manager, greeting him at the airport. This picture was used in the trailer, the first frame of which read:

"Philadelphia Airport—To insure safe delivery Gene Autry personally brings his new $500,00 film hit 'Melody Ranch' to Philadelphia."

The next frame, which revealed the photograph, carried this copy:

"Autry is greeted at airport by L. B. Graver, district manager, and Artie Cohen, Roosevelt Theatre manager."

Then the copy changed suddenly and revealed these words:

"'Melody Ranch' is the talk of the show world! It's coming to the Roosevelt Friday for four days."

Still another change:

"Want to see a few scenes? Okay! Here goes . . ."

The regular trailer immediately followed. It was all highly interesting and effective.

Featuring a blowup of the airport picture, Artie made up a seven-foot lobby display, headlining it as "A Hollywood News Event," with descriptive copy, scene stills, music notes, etc.

Obtaining 1,000 Autry fan fotos, the Roosevelt manager distributed them to kiddies a week in advance. On the back of each was the announcement of a special matinee. The fotos went "like hot cakes."

A different style of fan foto was promoted from the *Philadelphia Inquirer,* 500 of which were given to the local Boys' Club, which distributed them, and the balance to newsboys of the neighborhood to give out to school students.

The Boys Club posted a specially-made one-sheet containing scene stills in their club room, and made an announcement over a P. A. system to a large group of boys.

At Phillips' Jitterbug Dance Hall, a poster was displayed on the wall, while announcements were made at frequent intervals to the large groups of youthful rug-cutters.

Over "our fish pond" in the lobby was a 40 x 60 blowup of a layout which appeared in *Screen Guide,* and under the marquee during the showing was a "swinger" selling the action, songs, etc.

Orchids to Artie Cohen for proving conclusively and exclusively that Westerns can and should be sold!



"Western" Publicity, Novelty Ad

The long one-column advertising on Republic's "Melody Ranch," inserted in the Frankford News Gleaner by Manager Artie Cohen of the Warner Roosevelt Theatre, Philadelphia, stole the page. One look at it will give the reason why. Cohen also promoted the art and publicity reproduced at the left.

Cowboy Street Ballyhoo

A cowboy street ballyhoo was used by Manager Philip Lees of the Ritz Theatre, Stockton, Calif., in selling "Melody Ranch." Usherette Ruby McKenzie and Doorman Kenneth Rhodes donned western garb and, astride ponies which were promoted, roamed Stockton streets.

Program Exchange

Some Interesting Material Is Featured in Programs From Widely-Scattered Sections

ONE thing we find it difficult to get used to is this changeable March weather. When we peek out of the window in the morning before leaving for the office, its rainy and cloudy—so we don our rubber boots. Before we arrive at the office, the sun is shining. On another occasion, the day starts out beautifully, and so do we, dressed for spring. And then all of a sudden a blizzard starts, and we're left to the mercy of the elements. We can hardly wait until spring comes, and that won't be very long, either.

Wonder how *you* feel about that? Do you fear spring, with summer right behind, because your business slackens? Well, the only way to get over that obstacle is to employ showmanship in the best possible way. But then we're getting ahead of ourselves; there are still many more days of cold weather yet, except for you boys down there in sunny Florida and California. Besides, we have a stack of programs here to look over. So let's be off.

Novel Program Covers

Now as we've pointed out in the past, W. S. Samuel, skipper of the Lyric Theatre, Port Neches, Texas, is always on the lookout for novel program covers. Take the one he sent us this week. It features the bewildered face of a baby and this caption: "When will mom and pop learn that the best place to relax after a hard day is the New Lyric Theatre?" We can't imagine a cover like that failing to appeal to a majority of Port Neches moviegoers.

We always get a good laugh out of the Cheerful Chirps in The Reminder, weekly program for the Wallace and Rose theatres, Levelland, Texas. In the belief that other exhibitors might like to use these jokes as "filler," we repeat a couple of them herewith:

Son (who has caught his father kissing the maid): "Whatcha doing, pop, kissing the maid?" Pop (thinking quickly): "Bring me my glasses, son, I thought it was your mother."

Milliner: "Pardon, Madame, *this* is the hat you bought; that's the *box* you're wearing."

Well, now that we've had a good laugh, we'll be moving on.

Tommy di Lorenzo is still celebrating his 5th Anniversary up in New Paltz, N. Y. How would *you* like to be presenting these pictures, among others, in your lineup this month?—"Kitty Foyle," "Four Mothers," "Flight Command," "Gone With the Wind"? Well, maybe you are. If so, you can understand why Tommy is so enthused, and why patrons are rallying to participate in the celebration.

Here's a pertinent bit of rhythmic selling copy that could be adapted to the needs of most theatremen. We are indebted to Charles Ryan of Warners' Chicago Theatres for the program in which it was featured, that of the Symphony Theatre, managed by Robert Kennedy. The piece is entitled "Confidence," and goes like this:

Confidence and success go hand-in-hand;
Confidence of its patrons makes theatres expand!
The Symphony has established confidence thus far,
Its management permits nothing that could Confidence mar!
A policy to present pictures, biggest and best,
Twelve years of success has proved the test!
One of the first motion-picture theatres on the West side—
Also the oldest and in patron's Confidence, their Pride!
Film Service is measured by the quality it presents
Symphony value for twenty-eight cents!

Now for you to use this would require a number of changes, particularly if your theatre isn't the Symphony, if it hasn't been operating twelve years, if the admission price isn't twenty-eight cents and if you aren't on the West side. But don't let that worry you. If you can't doctor it up to suit your own situation, then get the house poet to do the job.

Out in Kent, Ohio, where E. L. Kidwell guides the policy of the Schine Kent Theatre, one has to know the patrons' likes and dislikes. And evidently Manager Kidwell knows what *his* patrons want, for a special program he distributed recently featured as the top attraction on a double-bill the latest Lum and Abner film, "Dreaming Out Loud." By way of mention, the second feature was Gary Cooper in "The Westerner." From all the swell box office reports we've been hearing about "Dreaming Out Loud," especially in average communities, we can easily understand why Kidwell plugged it so strongly. He offset the cost of his program by selling an ad on the back to a merchant who featured "Lum and Abner" Specials—that is, they were Specials if the customer brought the program with him to the store. Otherwise, he had to pay the regular price. And believe us, there's quite a difference between 39 cents and 17 cents in the price per pound for peanut clusters.

That handbill which Guido Trusty, manager of the Dyer Theatre, Dyer, Tenn., got out for "Barnyard Follies" listed some attractive "names." Just look at them: Pappy Cheshire and his Hillbilly Champions—The Cackle Sisters—The Kidoodlers—Mrs. Uppington (from Fibber McGee and Molly radio show)—Mary Lee and June Storey (from the Gene Autry westerns)—"Alfalfa" Switzer (from "Our Gang" comedies). Boy, oh boy, we'll bet the folks came from miles around to see *that* picture.

Erwin W. Rau, manager of the Alice Theatre, Leitchfield, Ky., capitalized on a recent Leitchfield event that grabbed space in newspapers all over the country. You probably read about the birth of quadruplets to Mr. and Mrs. Porter Lashley. As "a tribute to Motherhood," Rau featured a picture of the mother and her babies on the back of his program for March. Goodwill is an important asset, and the Alice management has maintained it with this gesture.

And if we're to maintain the goodwill of the make-up man, we'll have to bring this week's discussion to a close.



Page 6 — The Theatre News

'Down Argentine Way' Returns to Varsity Sunday

Hopalong Cassidy Due in New Film Thursday

Don Ameche, Betty Grable, Charlotte Greenwald, Henry Stephenson and Leonid Kinsky head a fine cast in "Down Argentine Way," a lavish musical in Technicolor which returns to the Varsity Sunday and Monday. With settings ranging all the way from New York City to Buenos Aires, the film has action on the turf and a moving romance combined with many new hit tunes.

The story of a pioneer express company, forerunner of the present day American Railway Express, is told in "Wells Fargo," which returns Tuesday only to the Varsity.

Joel McCrea, Bob Burns, Frances Dee, Porter Hall and Henry O'Neill are the leading players.

The three Ritz brothers are back again in "Straight, Place and Show," a repeat run on the Varsity screen Wednesday only. The story concerns a horse race, but that fact is entirely incidental when the central characters are the zany, madcap Ritzes.

A new, action-crammed Hopalong Cassidy western is the attraction opening Thursday for three days at the Varsity, a film entitled "In Old Colorado." Bill Boyd, Russell Hayden, Andy Clyde and Sara Padden are the players. Rescuing a colder of a small ranch from the rustling and terroristic activities of a cruel land baron is the central theme of the story.

There are two acts of vaudeville every Thursday, Friday and Saturday at the Varsity Theatre

Announcing a New Policy . . .
Open Every Night Until 3 O'clock

FEATURING
Bar-B-Q and Bonnie Butter Sandwiches
Heinz Delicious Soups and Chili
COMPLETE FOUNTAIN SERVICE

DIAL 4157 For DELIVERY
By Our Own Free, Fast Delivery Service

MISSOURI DRUG
SUNDRIES
Missouri Theatre Building

A Lesson in Make-up

How can ads be spotted throughout a program rather than placed together on one page? Well, this page from The Theatre News, published by Harold Call for the Missouri, Varsity and Hall theatres in Columbia, Mo., shows just how it can be done. For those distributing "newsy" programs, the example above should provide a lesson in make-up.

--Your Application Blank--
Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW

1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....

Theatre .....

City .....

State .....

Money Dates

APRIL

20th

HUMANE SUNDAY. Be Kind to Animals Week. Sponsored by the American Humane Association, 135 Washington Ave., Albany, N. Y. This would be a fine time to run an animal picture. Also you can stage a pet show in your lobby or on the stage. Tie up with the local SPCA chapter which will be glad to extend cooperation at this time.

21st

NATIONAL FOOT HEALTH WEEK. Sponsored by the National Foot Health Council, Rockland, Mass. Cooperate with local chapters.

SPANISH AMERICAN WAR BEGAN, 1898. Here is a good opportunity to play a picture with a background of the Spanish American War. There are several specially appropriate short subjects for the occasion, particularly one released by Warner Bros. last year—"Teddy the Rough Rider."

24th

FIRST U. S. NEWSPAPER PUBLISHED, 1704. The Boston New Letter made its appearance on this day. Arrange with your local paper for a display on the mechanics of newspaper making to be set up in your lobby. Have a teletype machine installed temporarily. Plenty of goodwill can be obtained from a newspaper tieup of this kind.

26th

NATIONAL FISHERMEN'S WEEK. Sponsored by the Sporting Goods Dealer, St. Louis, Mo. Local fishing dealers should be contacted for a display of fishing tackle in the lobby together with reciprocal courtesy of window displays plugging short subjects dealing with fishing, of which every company has at least one.

CONFEDERATE MEMORIAL DAY. This is celebrated in Florida, Georgia, Alabama and Mississippi. It's a real holiday when you can charge holiday prices and make it a gala occasion. It would be a great day to play "Gone With The Wind."

Theatre Attendants Should Heed This

(There's a lesson for all theatre employes in the following short story, which comes from The Chicago and Wisconsin Manager, published for Warner theatres in that territory.)

Once upon a time a man was employed to take over the management of a high-grade vaudeville theatre in a middle western city.

Immediately upon his arrival in the union depot he called up the theatre and asked if he could have two seats reserved for him for the afternoon show. He was informed by a snappy young lady that he would have to come to the box office for seats for the day's performance.

Shortly before show time he strolled up to the box office and asked the young man in attendance what the play was that week.

"This is vaudeville," growled the man.

"What's that?" inquired the new manager.

"Say, don't you know what vaudeville is?" was the answer.

"Got any good seats left?"

"One dollar," said the ticket-seller, passing out a seat check.

"Is this down front?"

"It's the best we've got. One dollar."

So the new manager paid the dollar, and about ten minutes before show time he presented himself at the entrance to the lobby.

"How's the show?" he asked the ticket-taker.

"Pretty poor this week."

The manager made one more inquiry.

"Pretty good show?" he inquired of the usher.

"I don't think much of it," ventured the individual.

At the conclusion of the performance that afternoon, the new manager announced his identity, and requested that every employe of the theatre meet him on the stage.

He didn't fire anyone then, but he read the whole crowd a lecture.

He told them that the public is more rebellious against the discourtesy and listlessness of theatre attendants than it is against the plays or players.

Tank Street Ballyhoo

A camouflaged tank was used in a street ballyhoo on "Buck Privates," as part of a sensational campaign arranged by Bob Cottom, manager of the Nile Theatre, Bakersfield, Calif. As an advance stunt, Cottom used a simulated news broadcast during intermissions, in which he said that "war has been declared on gloom and that a big offensive is to begin on. . . ." Then followed a plug for the picture, including playdates, cast, etc. The announcement went over with a bang.

Exploits Music, Mystery Angles

Enlisting the aid of three music shops, all of which used window displays plugging the song hits, was one of the ways Manager Bert Leighton, of Stanley-Warner's Grand, in Lancaster, Pa., exploited "You'll Find Out." He also utilized a man-on-the-street broadcast to exploit the mystery angle.

MILKING CONTEST SCORES

In conjunction with the showing of "Little Men" at the RKO Alden Theatre, Jamaica, N. Y., three live prize-winning cows appeared on the stage one evening recently and played leading roles in an old-fashioned milk contest. Members of the audience who had had experience in the art of milking were invited to participate for cash prizes. The stunt was based on the fact that Elsie, the famous World's Fair cow, plays "Buttercup" in the picture.

MAIL YOUR 'LITTLE MEN' CAMPAIGN NOW!

With the closing date of April 15, 1941, drawing steadily nearer, exhibitors who have played RKO's "Little Men" are urged to submit their campaigns in the "Little Men" Exploitation Contest as soon as possible. Prizes totaling $15,000 will be distributed to exhibitors in various classes by decisions of an Award board for the best showmanship campaigns of advertising, publicity and exploitation for the picture embracing and including a tieup or promotion with "Elsie," the Borden glamor cow, who plays a featured role. Physical evidences of campaigns, such as tear sheets of advertising and publicity, samples of throwaway, mailing and novelty items, photographs of special displays, fronts and marquees must be provided by contestants.

Get your campaign material together now and mail it to the "Little Men" Exploitation Contest, care of S. Barret McCormick, RKO Radio Pictures, Inc., 1270 Sixth Avenue, New York, N. Y. No matter how large or small your situation, you have just as much of an opportunity to win one of the big cash prizes as the other fellow. So mail your campaign now—TODAY!

Outstanding Campaigns Bring Showmen Honor Roll Buttons

Recent awards of MGM Honor Roll Buttons for outstanding exploitation campaigns have been made to Charles Taylor, advertising and publicity director for Shea's Great Lakes Theatre, Buffalo; George Peters, Loew's Colonial, Reading, Pa.; Louis Davis, Mt. Vernon Theatre, Mt. Vernon, Ind.; Harry Nace, Rialto Theatre, Phoenix, Ariz.; Joe Ruddick, Gillioz, Springfield, Mo.; Norman Hicks and W. G. Enloe, State, Raleigh, N. C.; William Saxton and George Avis, Loew's Century, Baltimore; Elihu Glass, Paramount Theatre, Staten Island, N. Y.; Robert Kilgore, Loew's Palace, Memphis; and Ted Emerson and Don Allen, Omaha, Omaha, Neb.

Highlights of Taylor's "Flight Command" campaign: Special advance screening for newspapermen and famous test pilots. This was good for plenty of story and art breaks. Arrangement was made for a demonstration of powerful anti-aircraft searchlights of a local battalion. School cooperation was obtained and cards posted on all bulletins in educational centers. Outstanding display of model airplanes placed in lobby ten days in advance of opening. Radio announcements used on two local stations at frequent intervals for one week before playdate. Special front built, with airplane action featuring big sign placed over box-office.

Highlights of Campaign

Highlights of Peters' "Philadelphia Story" campaign: Opening was a gala event, with Mayor and other city officials present. Loew's Cadet Band paraded to theatre night of premiere, giving short concert in front of house. Banners prominently displayed during parade. One thousand copies of local *Eagle* overprinted and distributed on streets on opening day. Candid camera stunt used, with two girls taking photos and guest tickets to those whose pictures were used on display board in front of theatre.

Highlights of Davis' and Nace's campaigns on "Land of Liberty": (Davis)—Screening for local civic officials and heads of patriotic, religious and educational organizations. There was a proclamation by the Mayor dedicating the days of the showing as Americanism Days. Special student showings arranged through the co-operation of the Board of Education. (Nace)—Full support of civic leaders. The Superintendent of local high schools issued a special bulletin to principals and asked them to send similar bulletins to all teachers.

Highlights of Ruddick's "Philadelphia Story" campaign: A really novel advance stunt which included the construction of a "press room" in the outer lobby of the house with a sign above it reading: "Scenario Department of M-G-M Pictures." Six attractive college girls pounded away at typewriters, typing out bits of dialogue from the production on stationery carrying printed copy on the film, theatre and playdate. As fast as items were finished, they were handed to patrons.

The Hicks-Enloe campaign was featured by the complete cooperation of civic, patriotic, religious and educational organizations, with the Governor of the State issuing a proclamation in behalf of the picture.

Highlights of Saxton-Avis "Flight Command" campaign: Proclamation of a "Flight Command Day" at the Curtiss Wright Airport. The U. S. Navy sent from Washington a Curtiss dive bomber that put on a forty-five minute thrill show for 25,000 spectators. The entire show lasted three hours and was good for plenty of art and story breaks. The local *News-Post* co-operated with a model airplane contest. For a week in advance of the showing, the service staff wore Naval lieutenants' summer uniforms.

Glass' "Land of Liberty" campaign was featured by an advance screening for civic, patriotic, religious and educational organizations, obtaining their complete co-operation. Special school children matinees were arranged. A Scout display in the lobby tied-up with National Boy Scout Week.

The "Trial of Mary Dugan" promotion by Kilgore was highlighted by a Greek War Relief Benefit premiere, under the sponsorship of the *Memphis Press-Scimitar*. A typical "Hollywood premiere" was staged with batteries of lights and lobby broadcast.

A special press preview, followed by a buffet reception, was one of the features of the Emerson-Allen "Philadelphia Story" campaign. A leading local hotel featured a "Philadelphia Story" night, with a special Quaker dinner and floor show before and after the preview.



An Unusually Attractive Window

In advance of the recent world premiere of Richard A. Rowland's United Artists release, "Cheers for Miss Bishop" at the Stuart and Nebraska Theatres in Lincoln, Neb., several outstanding window displays were promoted. Shown in the photograph above is the unusually attractive window used by Ben Simon & Sons, featuring two of the period dresses worn by Martha Scott in the film.

Human Relations in Business

Here are Thoughts of Value for Every Theatreman

This is the third of a series on Human Relations in Business. The 52 messages which comprise this series are the culmination of 35 years experience on the part of The Stevens-Davis Company, Chicago, in problems of personnel. Through this company's courtesy, as well as that of the editors of "Par," Fox West Coast theatre organ which first reproduced the articles, we are privileged to present this valuable series (with minor adaptations) to our readers in the hope that by studying and assimilating the thoughts contained therein exhibitors will greatly benefit. The material is protected by copyright by the Stevens-Davis Company of Chicago, publishers and owners of the Human Relations in Business program.

The world admires dependability: The quality of dependability is indispensable both in business and social life. In business it wins and holds the respect of patrons and associates. In social life it wins and holds friends. Big rewards await those who can stand on their own feet in handling difficult situations—who can always be counted on to "get the job done."

Know what you are talking about: People in business are often called upon to answer questions or give advice. And upon the correctness of their answers or the soundness of their advice depends the patronage of many customers. Those who guess, too often guess wrong. But those who know the right answers or take the trouble to find out, are the ones who win the respect and cooperation of others.

Everyday diplomats: One need not be a member of the nation's diplomatic corps to practice diplomacy. In stores, offices and factories — yes, even at home or among friends—occasions arise every day when the practice of diplomacy reduces friction and causes things to run along smoothly. Getting along with others calls for diplomacy at all times, for "Diplomacy is a bridge that will carry you over the rough places in the road of life."

The boob: Still waters are said to run deep. Likewise, the employe who works hard and says little, usually has more on the ball than those who are prone to look on him with disdain and call him "The Boob." The "Smart Alecs" may have their moments, but the real advancements in business more often than not go to the cheerful, hard-working, so-called "Boobs."

Respect confidences: "A wise man's ear," said a famous author, "has no bottom. For when someone pours into it his confidences, they vanish and never again come to the surface." In our contacts with others, whether they be business or social we are often told things in confidence. To repeat them is to lose the respect, not only of those who entrust us with them, but also those to whom they are repeated. Keeping secrets is the best way to keep friends.

Stand by your word: Business and friendship alike are built on confidence. Everyone admires a man whose word is as good as his bond. Promises should never be made, therefore, unless the maker is sure they can be kept. For broken promises are certain to undermine confidence.

Winners are never whiners: Handicaps in one form or another beset many people. But despite them, many have won fame and fortune through an attitude that refuses to complain or accept defeat. When an armless golfer can shoot in the low eighties, or a blind man can master the most difficult compositions for the piano, there's a lesson for all of us to be winners—not whiners.

Persuasion: "The essence of persuasion is getting a person to want to do what you suggest." And human nature always does best what it wants to do.

The patron is no mind reader: Those who have been engaged in a business for sometime, are apt to become so familiar with it that they fail to realize how little customers know about it. But customers aren't mind readers. There are many things they don't know unless they are told. Employes must, therefore, be able to pass on the information they have acquired. For only then can customers buy wisely—and be so satisfied that they will come back again.

Handling the grouch: Every contact employe in a business runs into an occasional grouch. Some are prone to take on a combative attitude—to tell the grouch where to get off. But there's a more tactful way to handle this situation. For the grouch, like everyone else, warms up to a friendly attitude.

This thing called service: Business is a give-and-take proposition. One cannot expect to get without giving. He cannot expect to get sales without giving service. Many have attained success through service—who by serving others have served themselves.

(The final group of messages in this series will appear in an early issue. Watch for it.)



Pollock's Colorful Oriental Display

In conjunction with the recent engagement of Alexander Korda's United Artists release, "The Thief of Bagdad," at Loew's Rochester Theatre, Rochester, N. Y., Manager Lester Pollock promoted a center lobby display of Oriental rugs (courtesy Deverian Rug Co.) and other items consisting of lamps, hand-carved screen, table, Persian smoking pipe, statue and elephants. A girl in Oriental costume added atmosphere.

Service Staff Members "Picket" Granada—Why?—"You'll Find Out"

Doormen, usherettes and the cashier of the Fox Granada Theatre, Inglewood, Calif., acted as attention-getting pickets for a week in advance of the opening of "You'll Find Out."

Canvas banners were worn front and back, containing this copy: "C-F-P-L Picket . . . Kay Kyser is Unfair to Gloom . . . See His Latest Picture for Proof . . . It'll Make You Laff Right Out Loud . . . 'You'll Find Out' . . . Committee for Prevention of Laughter . . . Local 711."

The "pickets" attracted more than just passing attention, according to Manager Dave Martin, who conceived the stunt along with his assistant, Bill Erickson.

Showmanship Turns Opposition Into Cooperative Factor for Phil Lees

"If you can't beat 'em—join 'em," said an old-time politician, and that just about expresses the sentiments of Phil Lees, of the Ritz Theatre, Stockton, Calif. Recently, he was confronted with the personal appearance of Bob Crosby at a one-night stand nearby, during the run of the band leader's picture "Let's Make Music." Lees knew that his opposition was too strong and he decided not to stick his chin out.

Meeting Crosby, he succeeded in obtaining the band leader's cooperation in posing for publicity pictures, which were duly planted in the newspapers. The dance pavillion, at Crosby's request, permitted Lees to display half-sheets and window cards there. A local songstress plugged the film engagement by singing songs from the feature over the nitery microphone and Crosby, himself, plugged the run with announcements over the air.

To top it off, Lees promoted local radio time for Crosby's Bobcats, thus earning extra plugs for the picture and theatre. Members of the band were interviewed over the air on their experiences while filming the picture.

Business for the engagement was better than expected. The entire campaign was an example of how a competitive attraction can be turned to the advantage of a theatre, if showmanship is intelligently and zealously applied.

Contest to Select Philadelphia's Typical 'Kitty Foyle' Raises Grosses

Maurice Gable, skipper of the Boyd, Philadelphia, staged a contest to select a girl who best typifies the average white-collar stenographer as impersonated by Ginger Rogers in "Kitty Foyle."

Since Philadelphia is the locale of the story, the *Daily News* supported the contest by running columns of publicity and art. The theatre, of course, came in for its share of the ballyhoo. At the close, the winner was wined and dined by the city's notables.

The campaign is said to have greatly helped to increase the "take" at the box office.

Isn't This Allegorical?

The longest route down Exploitation Avenue is the shortest way to Profit Street.



This Scene Grabbed Space

Tony Massella, assistant manager of Loew's Poli-Globe Theatre, Bridgeport, Conn., hit upon a swell idea when Universal's "Sandy Gets Her Man" played that house. Contacting the newly-elected Fire Chief, Tony arranged for a local youngster (as Baby Sandy) to meet the new Chief and extend an invitation to him and the fire department to see the picture. The newspaper went for the stunt, with the result that the scene above was reproduced in The Bridgeport Sunday Post.

The MAN WHO LOST HIMSELF

Gag Street Ballyhoos, Title Tie-up Ideas, 'Twins' Identification Stunt, Teaser Slants And Other Selling Angles—Here They Are To Aid You in Planning Your Campaign

An STR Showmanalysis (REG. U. S. PAT. OFF.)

MOVIE patrons these days can't get too much comedy; in fact, the more, the merrier. So it should be with boundless energy and high spirits that exhibitors engage in a showmanship campaign on "The Man Who Lost Himself."

Brian Aherne and Kay Francis are the stars of the film, and they are supported by Henry Stephenson, S. Z. Sakall, Nils Asther, Sarah Padden and Dorothy Tree. Now these names may not be "sensational box office," but they are nevertheless well known. So there's no worry on that score. As for the title, it is really provocative, and you're going to be able to do quite a bit with it before your campaign is over.

Conduct Search for 'That Man'

In a newspaper tieup, you can get plenty of attention with a stunt that's old but still good. And as proof of its effectiveness, even yet, we cite the fact that it was used in New York only this week on an important attraction. So if you've used this before, don't let that stop you from repeating it. The idea, in this case, is to have the newspaper conduct a search for "the man who lost himself." His photograph (that of the man you hire for the job) is published daily in various poses, with the face blocked out and a question mark in its place. Each day, the man is in a different section of town, and prizes are offered for the person who, carrying a copy of that day's edition of the paper, first "spots" him and says: "You are the 'man who lost himself,' and the picture bearing that title will be seen at the Blank Theatre next week."

Then, of course, there's also the stunt which consists of a photographer "snapping" a large group of people, with the photo, minus two or three of the faces, being published in the newspaper. Those who find their faces missing call at the newspaper office and receive guests tickets to see the picture.

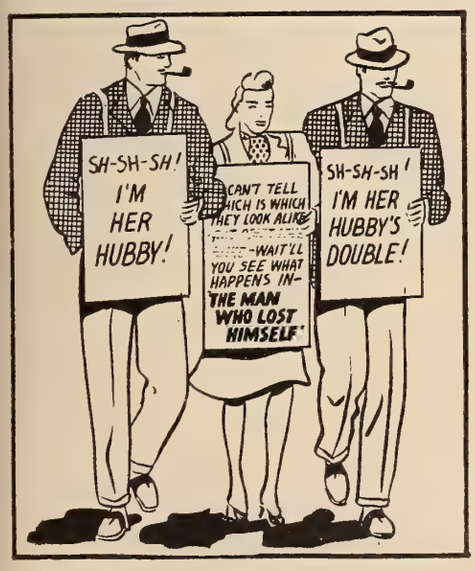
Use Gag Ad on Classified Page

Stir up interest by running a series of teaser ads on the Classified Ad page. Here's an example: "Lost—by himself, one man. Resembles Brian Aherne very much. Should you see 'The Man Who Lost Himself,' don't call this newspaper. Just pat yourself on the back for having seen the merriest matrimonial mixup of the year." For other examples, see the exploitation section of the press book. In addition to the ones given, you can make up several of your own.

Here's another good way to make that title a by-word among your patrons. As you know, there have been several pictures whose titles began with "The Man Who—." Just to refresh your memory, a few of them are "The Man Who Broke the Bank at Monte Carlo," "The Man Who Knew Too Much," "The Man Who Played God," "The Man Who Came Back." We couldn't begin to list them all.

Through the newspaper or via your local radio station, invite readers or listeners to name as many "The Man Who" titles as they can. These titles may be made up by the contestants, and the one who, by coincidence, gets the most actual motion picture titles, including that of the new Universal comedy, wins a prize. To work this stunt, however, you'll need the *Film Daily Year Book* for reference. If you don't have a copy, it's more than likely the newspaper has one.

For a telephone gag, have a couple of girls call several numbers chosen at random from the telephone directory. Whenever a man answers, the girls say: "We're looking for 'the man who lost himself,' and thought you might be him, but your voice doesn't sound familiar. Guess we'll have to follow the tip that he'll be at the Blank Theatre next week." Whenever a woman answers, this line is used: "We wish you'd help us find 'the man who lost himself.' They say he'll be at the Blank Theatre next week. Hope you'll be there to see him. You'll have the laugh of your life."



Sell 'Em With 'Twins' Ballyhoo

Your patrons will see Brian Aherne in a dual role, and it's this "double trouble" that causes all the fun. Twin ballyhoo-men, with a young lady, could carry signs along the main stem, as shown above. Girl's sign says "they look alike, act alike, but wait till you see what happens in (title)."

Screenplay by Eddie Moran. Based on the novel by H. DeVere Stacpoole. Directed by Edward Ludwig. Produced by Lawrence W. Fox, Jr.

Try 'Sherlock' Street Ballyhoo

A man dressed up in Sherlock Holmes attire should prove effective street ballyhoo. As he searches with a large magnifying glass and other sleuthing paraphernalia, he stops at intervals to pass out cards on which are inscribed these lines: "I'm looking for 'The Man Who Lost Himself'—that gay comedy of a gent who got into double trouble with his double's wife."

Let People Peek in Window

Get an empty store window and have it whitewashed, except for a spot through which pedestrians can peek. Copy on the window discloses that "We've found 'the man who lost himself.' Take a peek." Inside, have a large blowup of Brian Aherne, together with selling copy on the picture, and your playdate.

According to a publicity item in the press book, Kay Francis wears 16 gowns embracing sports, business, afternoon and evening wear. A three-column cut featuring three of the gowns is available as a publicity mat which exhibitors can plant on the fashions page of local newspapers. Of course, if it's possible to obtain any fashion stills from your Universal exchange, window displays can be promoted. In using the mat, however, your caption might be introduced with this line: "'The Man Who Lost Himself' shouldn't be hard to find, particularly if the searcher is lovely Kay Francis attired in the prophetic fashions shown above, etc."

The illustration in *Col.* 1 shows an idea for a "twins" street ballyhoo. But there is also another stunt suggested by Brian Aherne's dual role. If possible, get a pair of male twins and publish their photographs in the paper. Call one *Evans,* the other *Scott,* (Aherne's dual character names in the picture), and announce that *Evans* will appear in certain department stores, *Scott* in others, during a specific period of time to be designated by you. Only the twins themselves know their "names." Let's say, for example, that one will appear in five stores and the other in a similar number of establishments. Now in order for a contestant to win a prize, he or she *must* identify five *Evanses* in succession, or five *Scotts.* Their names can't be intermixed, because each time a contestant points to a twin and says "You are *Scott* (or *Evans*)," the twin signs a specially prepared card which he hands to the contestant to take to other stores. The card has space only for five names. If it is properly filled out—that is, with five *Scott* (or *Evans*) signatures, the owner is entitled to a pair of guest tickets or some suitable prize promoted from the cooperating merchants.

Arrange Department Store Tieups

Tie up with department stores on cooperative ads along the line that "'The Man Who Lost Himself' won't be long in finding himself when he sees these outstanding values at Blankville's leading department stores."

Don't be backward about highlighting the picture's comedy in your front and lobby displays. Use as many stills or blowups as you can, and try to underline each with a humorous catchline in keeping with the nature of the plot. Since the posters are so nearly alike, you can take your choice for cut-out elements for displays whether for the lobby or for windows.

Page Layouts Utilized To Plug Big Pictures



Shown above is one of a series of page layouts used in Devil's Lake, N. D., by Manager Art Ableson "to get 'em (the patrons) back into the theatres." The campaign lasted six weeks for "six hits," one hit being featured each week by means of the special page.

In explaining the move, Ableson points out that small movie audiences have been blamed on pictures and Hollywood, whereas theatre operators in his territory believe bad weather conditions and "liquor spots" are responsible. "So," he concludes, "we're out to bring 'em back."

The pages were laid out with the help of Cliff Gill, advertising director of the Welworth Circuit, which operates the Lake Theatre in Devil's Lake. Other houses in the circuit using the same campaign include the Hollywood, Montevideo, Minn.; Hollywood, South St. Paul; New Ulm, Ulm, Minn., and the Roxy, Langdon, N. D.

The attraction featured in the layout above was RKO Radio's "Kitty Foyle."

Dons Oilskins for Stunt

The tang of the sea and the spirit of adventure was introduced in the Fox Sunkist, Pomona, Calif., for "The Long Voyage Home." The doorman was dressed in oilskins and in front of him was a ticket box designed to simulate a ship's wheel. Promoted gratis and installed in the foyer, was a small dory, upon which was placed a large display of picture art.

'Wild Animal' Exhibit

P. T. Barnum, master showman of them all, once listed wild animals as one of the most popular drawing cards. Capitalizing on this knowledge, Joe Kennedy, manager of the Rosemary, Ocean City, Calif., promoted and installed a "wild animal" exhibit in his foyer, in advance of "I Married Adventure," and claims that it doubled his grosses. All of the animals were animated.

Wexler Promotes Drawings

Believing that most movie patrons like art, especially when they can obtain it gratis, Morton Wexler, manager of the Carmel Theatre, Hollywood, promoted a series of charcoal drawings of Gary Cooper in his campaign on "The Westerner."

Speaking of Operation

The Staff Of Theatre Life

This is the first of a new series dealing with the practical side of theatre operation, with special emphasis upon the ways and means of organizing the work and the staff, effecting economies in the running of the theatre, and helping the manager realize more from his efforts toward improvement of service and his own personal advancement.

by Franc Arnold

A good housekeeper is not always a good cook. Also, a good showman is not in every case a rip-snorting executive. Yet the executive end comes in importantly, because management calls for showmanship *plus* administration of many details and leadership of the staff of the house. The manager whose staff is not well organized finds himself involved in too much detail for his own, and his theatre's, good.

So far as the staff is concerned, the manager who has the interests of his aides at heart receives in turn the services of a staff that is willing as well as able to do everything to advance the interests of the theatre. Such a staff feels that any laxity would be letting down the very man who is helping them progress in their knowledge of the business they want to make their career.

A manager friend of mine had an assistant so efficient, so competent and such a terrific promoter, that he many times was asked by short-sighted observers if he wasn't afraid the assistant would take his job away from him. This manager's reply was: "I trained my assistant to be capable of taking over my job, and when my boss realizes how good the kid is I hope to get that job above mine, which I've had my eye on for some time. Moreover when I do get the promotion, I'm going to start training someone for that job, because I don't want to be held back from possible promotion because the job I'm doing may seem difficult to fill in case the boss gets the idea of stepping me up."

Encourage Staff to Offer Ideas

Another alert manager I know literally lifted himself into a better job by encouraging his staff to offer ideas both for improvement in management and exploitation. Whenever he used such an idea, the manager took pains to let his superior know it came from a member of the staff, on the correct assumption that if it was known he was not afraid to give credit to others, the superior would recognize he was a man of sufficient ability of his own not to be fearful of competition from subordinates in his organization.

Of course the place to start building a good staff is from the beginning—the hiring of its members, that is. In this connection the old adage "a stitch in time saves nine" is a good one to remember when engaging help. A 20 minute talk with a prospective usher may save hours and days of training.

Further things to remember: A tidy mind can quickly be trained to neat habits, so don't be too hasty in discarding a prospect for want of a haircut, shine, or lack of poise when applying for a position—because a good man, because of environment or lack of encouragement, may not have developed a realization of the value of neat habits; whereas a slovenly mind may be hidden by appearance that is attractive solely because of personal conceit.

Ten minutes heart-to-heart talk will reveal whether the applicant is just a job seeker looking for wages to tide him over until something he thinks better comes along, or whether the applicant is there because of an earnest desire to learn to become a theatre manager. Again remember: an usher who thinks he's going to be a real showman someday, is worth several uniform fillers. And when you can get an usher who *knows* he's someday going to be a theatre manager—well, brother, in a reasonable length of time you're going to have yourself an assistant who will really help you make your theatre go to town for the admission money of every one of your potential customers.

In developing and maintaining the right spirit and constantly increasing efficiency of your staff, remember still another adage—that old favorite: "one bad apple will ruin a whole barrel." The manager who practices eternal vigilance of his staff's actions and performance on the job actually keeps his hand on the very pulse of his organization. That manager quickly detects the weak spots, the misfit, and the unhappy member who is acting as a brake on the forward-marching members of the staff. Unfortunately, the difficulties in this direction not infrequently come from an old employe whose only crime actually is that he just isn't cut out for your business. It is often worth while to get out and hunt up a position for this type in which the man and the job will harmonize—when, that is, the length of service and qualifications of the man or boy merit this help.

Good Hiring Avoids Firing

Discharging the unsatisfactory employe is an unpleasant duty, and for that reason it's well to get back to the beginning—which you'll remember was discussed up ahead there. So add to the good features of hiring carefully, the fact that the easiest way to dismiss an incompetent employe is before you hire him. In your talk with an applicant don't pull any punches concerning the hard work and exacting demands of the job. If an applicant starts to work with these factors in mind, the bright side of the job will make for that much more happiness and efficiency on the part of the staff members. On the other hand, if a boy or girl starts work for a theatre with the average layman's notion of the ease and glamor of the job, the hard knocks will be too much to take and result in discouragement and a disgruntled worker.

In engaging a new usher, the manager should hire a young man whose previous salary has been within range of that which he could reasonably expect to earn during his first few years in show business. Otherwise, he might be discontented. The main consideration is whether the applicant is willing and able to learn a fascinating business which offers much for the future but not much, financially, for beginners.

If an applicant previously turned down by you continues to apply, it might be a good idea to interview him again to make sure that you haven't made a mistake. His sincerity and perseverance, at any rate, deserve consideration.

Finally, in considering the qualifications of a prospective usher or doorman, etc., it is well to ask yourself: "Does this fellow apparently possess enough latent ability, ambition and personality to become a manager, after he's given the requisite training?" If he meets these requirements, he's worth training. Certainly, drifters and misfits won't enhance your prestige or aid in your promotion.

A hand-picked crew not only gives the manager less trouble, less work, and less detail, but like a good football line is to the backfield, the theatre staff will bowl over the interference which often trips up a good manager on his way to a goal.

The Box Office Slant

Man Made Monster

(*Continued from Page* 16)

formances are fair and the directing all that can be expected. Sell it with plenty of publicity and exploitation about electricity with bright bulbs flashing on and off around the lobby or on a man attired in black clothes and wearing a "horror" mask.

Catchline: "Super-science creates a titanic terror."

Las Vegas Nights

Paramount Musical Comedy 89 mins.

(Prod. No. 4023—Nat'l Release, March 28)

AUDIENCE SLANT: (Family) Entertaining musical for the masses. Although not pretentious, it is fast-paced entertainment that should please the not-too-critical patron.

BOX OFFICE SLANT: Tommy Dorsey's popularity should attract the adolescents.

Cast: Phil Regan, Bert Wheeler, Constance Moore, Virginia Dale, Lillian Cornell, Tommy Dorsey and His Orchestra, Hank Ladd, Betty Brewer, Francetta Malloy, Henry Kolker, others. **Credits:** Produced by William Le Baron. Directed by Ralph Murphy. Original screenplay by Ernest Pagano and Harry Clork. Director of photography, William Mellor. Music and lyrics by Frank Loesser, Louis Alter and Burton Lane. Film editor, Arthur Schmidt.

Plot: Three sisters, Constance Moore, Virginia Dale and Lillian Cornell, arrive in Las Vegas to see the property they have inherited. A romance develops between Constance and Phil Regan, while Hank Ladd strives to get the property from the girls. But all turns out happily in the end.

Comment: With no attempts to be pretentious or elaborate, this musical comedy turns out to be pleasingly fast-paced entertainment that should delight not-too-critical moviegoers, especially the adolescents. Naturally, with Phil Regan and Constance Moore providing the romance, Hank Ladd the comedy, and Tommy Dorsey's orchestra the music, which is both sweet and hot, there should be little doubt of its reception in neighborhood and average-community show houses. Ralph Murphy's direction is satisfactory. While the picture may need extra feature support in some situations, in others it should get by alone with the benefit of music tieups, street ballyhoo stunts and numerous other exploitation angles in keeping with its musical comedy theme.

Catchline: "Music—sweet and hot . . . romance . . . comedy . . . what more could you ask for?"

Romantic Implications of 'Night' Injected Into Pollock's Campaign

Exploiting the romantic implications of "So Ends Our Night," Lester Pollock, of Loew's Theatre, Rochester, N. Y., distributed numbered cards to high school students, both girls and boys, and to factory and office employes.

Those possessing matching numbers were granted free admission to the theatre during the engagement. Pollock also had printed a program-herald on whose front cover appeared the following: "Girls—This Concerns YOU!" Pithy copy, introducing the principal characters and the problems besetting them, filled the inside pages.

On the back page was the injunction: "See this picture with someone you love dearly!" All in all, the campaign was particularly appropriate because it caught the spirit of the picture's theme and managed to convey it graphically in the advertising.

New Employes Should Learn Service Rules

Because of the draft and many other reasons, your house staff probably changes quite often. It is up to you to acquaint new members with the rules of service. This can be done at the staff meetings, but in addition, rules should be printed so that every new employe will have a copy he can study at his leisure. Here are a few, to which you may wish to add some of your own:

1. To make the patron feel that service is a pleasure on the part of the employe, the cashier should be generous with her smiles. After all, she is a very important part of the theatre front, and her appearance and conduct reflect the attitude and service expected by the patron at the time of his decision to enter the theatre. This rule also applies to the doorman, who must greet patrons with a smile and make them feel that it is a pleasure to have them.
2. Courtesy is very important. This is especially true where old folks and cripples are concerned.
3. Be tolerant at all times. Never argue with patrons. From the time the patron purchases a ticket until he leaves, he is an honored guest, and as such, deserves respect and attention.
4. Be alert. Any disturbance that might impair the audience's enjoyment of the picture, such as a pounding radiator, a noisy door check, excess noise from the projection room, should be noted and either completely checked or reduced to a minimum.
5. Efficiency is important. Keep the aisles clean, and check the rest rooms frequently for cleanliness. (Rules on what to do in case of accidents, fire, and other emergencies should be discussed at the staff meetings.)
6. Be neat at all times. Your appearance counts for much. Clean collars, shirt fronts, ties properly tied, shoes shined, clean blouses—all are essential.

To see that employes carry out these rules, it will be necessary for the manager to spend some time on the floor in direct supervision. Your own duties may seem too many to permit doing this now, but remember that an hour so spent at the proper time will be better than having to devote perhaps a longer period to it later.



A Glimpse of Army Life

Shades of Army life! Patrons got a glimpse of it via a special display arranged by Manager Arnold Stoltz of the Avon Theatre, Utica, N. Y., on Universal's "Buck Privates." The young lady is inspecting one of the 7,500 novelty cards distributed, to each of which was fastened a small bag of potato chips. Copy on the card: "This is your first taste of Army life." Incidentally, the chips were promoted from a local dealer, who received mention in the display and on the novelty card.



Short Subject Reviews

Quiet! Pleeze *(Very Good)*

Para. (EO-6) Popeye No. 6 7 mins.

Pappy has a hangover and the slightest noise bothers him. So Popeye goes out to make the world safe for people with hangovers by stopping all noise. He does it in typical Popeye style, even sitting on a mountain to prevent the noise of its blasting from disturbing Pappy. There are some laughs in it and the Popeye fans will enjoy it thoroughly. Sell it through grocery stores with a spinach tieup and use a Popeye standee in the lobby. Tie up with local anti-noise campaign.

Canine Sketches *(Fine)*

Para. (RO-8) Sportlight No. 8 10 mins.

Lynn Bogue Hunt, well known outdoor artist, is shown sketching various kinds of sporting dogs, who are then shown in action. Springer spaniels, labrador retrievers and pointers and setters are shown at work. To the huntsman, this subject should prove fascinating and it is fine entertainment for all who like dogs—and who doesn't? Jack Eaton produced and Ted Husing is the narrator.

Red, White and Blue Hawaii *(Fair)*

Para. (VO-4) Paragraphic No. 4 11 mins.

Though in part this is advertising for Dole's pineapples, this is a fair travelogue of our island possession which the narrator calls "Ha-Va-ee." Maybe that's correct, but it won't sound right to most ears. As a finale the subject shows some of the islands' strength as an army and navy base.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning March 22)

CAPITOL—Quiz Biz (MGM) rev. 2-22-41; Mediterranean Ports of Call (MGM) rev. 2-1-41; Abdul the Bulbul Ameer (MGM).
CRITERION—Drafted in the Depot (RKO-Radio); The Capital City (MGM) rev. 9-7-40.
GLOBE—Porky's Hired Hand (Vita.) rev. 12-28-40; Henry Busse and His Orchestra (Vita.) rev. 11-30-40.
HOLLYWOOD — The Tortoise Beats the Hare (Vita.)
PARAMOUNT—Breezy Little Bears (Para.) rev. 1-18-41; Acrobatic Aces (Para.) rev. 1-25-41.
RADIO CITY MUSIC HALL — Goofy's Glider (RKO-Disney) rev. 12-14-40; Eyes on Brazil (RKO-Pathe) rev. 3-1-41.
RIALTO — The Trouble With Husbands (Para.) rev. 11-16-40; Doing Impossikible Stunts (Para.) rev. 8-17-40.
RIVOLI — The Tortoise Beats the Hare (Vita.).
ROXY—Playing With Neptune (20th-Fox); Fishing Made Easy (20th-Fox).
STRAND—The Greeks Fight On (Greek War Relief).

Going Places No. 88 *(Very Good)*

Univ. (5358) Going Places 9 mins.

Not all the deserts in the U. S. are in the West, for this subject reveals one in Maine, another in Michigan, along with those in New Mexico and California. In some instances, vacationists are shown at play, while in others strange plants and strange animals are shown, in addition to industries, such as the growing, packing and shipping of dates in California. Your patrons will enjoy this reel, which was produced by Joseph O'Brien and Thomas Mead.

So Long Mr. Chumps *(Slapstick)*

Col. (2405) Stooges No. 5 17 mins.

Patrons who guffaw at the antics of these comedians deserve admiration for their ability to "take it," and there are evidently many who have that ability. To others the eye-gouging, dome-conking, face-slapping trademarks of Larry, Curly and Moe are silly to the point of boredom. Therefore, your type of patronage dictates the failure or success of this comedy, which was produced and directed by Jules White. It is slapstick to the extreme.

The Streamlined Donkey *(Cute)*

Col. (2756) Fable No. 6 7 mins.

A commentator tells about a young donkey who breaks the tradition of all donkeys by kicking up his heels and playing around, on the theory that life is fun. Mother is shocked, of course, but when she faces a life of bondage with a cruel taskmaster, the young donkey rescues her. Here is a cartoon that most patrons will label as "cute." The story is by Art Davis, with animation by Sid Marcus.

Screen Snapshots No. 6 *(Good)*

Col. (2856) Screen Snapshots 10 mins.

A hint of national defense activities is in the background of this subject, which, with young Larry Simms as master-of-ceremonies, shows Army and Navy units on the Coast being entertained by screen and radio personalities. Abbott & Costello go through one of their time-worn skits, and Burns & Allen engage in a bit of humorous patter. But the specialty that gives the boys the biggest kick (and this will include "the boys" in your audience) is attractive Rita Hayworth leading a line of sailors in a performance of the Conga. Director Ralph Staub has made the reel, on the whole, an entertaining one. Play up its personalities in your lobby displays and newspaper advertising.

Popular Science No. 4 *(Usual)*

Para. (JO-4) 11 mins.

This shows Oklahoma's State Quail Hatchery; chemistry creating rubber, sponges, fabrics, bristles and glass and the new TWA Stratoliners. The second clip opens the door to many tieups, in which you can get window displays and perhaps cooperative ads on some of the items mentioned. The last subject, too, offers possibility for tieups in those cities served by TWA. The reel as a whole is up to standard.

Fishing Fever *(Appealing)*

Para. (RO-7) Sportlight No. 7 10 mins.

Ted Husing, commentator of this subject, also appears in the first scene, fly casting with Betty Lawford of the movies. Andy Devine is also shown demonstrating his lack of piscatorial skill but Frances Langford and Jon Hall do better at catching denizens of the deep. For a finish, Guy Kibbee is shown catching rainbow trout. The idea of combining glimpses of film stars pursuing the ancient sport of Izaak Walton should appeal to many more audiences than the usual Sportlight. The names in the cast alone assure plenty of marquee value and the subject should be thoroughly plugged through use of these names. Your sports editor may be glad to liven up his pages with screen stars pursuing the fish.

. . NEWSREEL SYNOPSES . .

(Released Saturday, March 22)

MOVIETONE (Vol. 23, No. 56)—British raid islands off Norway; General Motor trucks for Army; Cavalry practice at Ft. Oglethorpe, Ga.; Ice-covered fishing boat in Boston; Tent covers Mud Mountain Dam in Washington state; Spring and summer fashions; Bowling Congress at St. Paul ; Dazzy Vance fishing in Florida; Girls' snowball fight in Virginia.

PATHE (Vol. 12, No. 59)—British raid islands off Norway; Col. Donovan back from 25,000-mile tour; Cavalry practice at Ft. Oglethorpe, Ga.; Tent covers Mud Mountain Dam in Washington state; Sail boat regatta in Florida; General Motor trucks for Army; Artist portrays life of Will Rogers in miniatures; Steeplechase in North Carolina; Bowling Congress at St. Paul.

UNIVERSAL (Vol. 13, No. 964)—Red Cross mercy ship to France; Roosevelt dedicates new art gallery; Flying Cadets get wings in Alabama; General Motor trucks for U. S. Army; Anti-aircraft practice at Falmouth, Mass.; Two airplane tenders launched at Boston; Cavalry practice at Ft. Oglethorpe, Ga.; Tent covers Mud Mountain Dam in Washington state; Bowling Congress at St. Paul; Basketball—Ohio State vs. Duquesne.

PARAMOUNT (No. 59)—Minneapolis dog train; Paintings sold in streets in San Francisco; Artist portrays life of Will Rogers in miniatures; Airplane tender launched at Boston; Annual varsity show at Columbia U.; Cavalry practice at Ft. Oglethorpe, Ga.; British raid islands off Norway.

NEWS OF THE DAY (Vol. 12, No. 254)—British raid islands off Norway; Roosevelt dedicates new art gallery; Cavalry practice at Ft. Oglethorpe, Ga.; Raging gale wrecks British collier; Tent covers Mud Mountain Dam in Washington state (Portland and Seattle only); Prospective fathers trained in New York; Steeplechase in North Carolina; Bowling Congress at St. Paul.

(Released Wednesday, March 19)

PARAMOUNT (No. 58)—Roosevelt addresses nation; Virginia powder mill begins operations; Engineers break-in trainees at Ft. Belvoir, Va.; Future cavalry officers trained at Northfield, Vt.; Franco, Petain confer; France maintains colonial army intact; Saboteurs wreck train near Baden, Pa.; Windsor referees Nassau golf match; Pistol tournament at Tampa, Fla.; Notre Dame's new football coach gets reception.

MOVIETONE (Vol. 23, No. 55)—Roosevelt addresses nation; U. S. Army Engineers in action at Ft. Belvoir, Va.; Norwich U. cavalry students in winter maneuvers; Miss Miami chosen (except Chicago, Seattle and Philadelphia); Franco, Petain confer; Britain trains armies; Former U. S. destroyers in British service; British rulers in Glasgow; Windsor referees Nassau golf match; Daffodil time in Washington state (Seattle only); Notre Dame gridders meet new coach (Chicago only); Philadelphia Nationals train (Philadelphia only).

NEWS OF THE DAY (Vol. 12, No. 253)—Roosevelt addresses nation; U. S. Army Engineers in action at Ft. Belvoir, Va.; Scotland hails King and Queen; Britain plans invasion surprise; Sabotage blamed in Pennsylvania train wreck; Daffodil time in Washington state; Notre Dame gridders meet new coach; Windsor referees Nassau golf match.

PATHE (Vol. 12, No. 58)—Roosevelt addresses nation; New powder plant at Radford, Va.; Engineers learn new attack methods; German freighter arrives at Rio de Janeiro; Australian troops off for Singapore; Daffodil time in Washington state; Pistol aces shoot for national title at Tampa, Fla.; Windsor referees Nassau golf match; Notre Dame gridders meet new coach (except Philadelphia); Philadelphia Nationals train (Philadelphia only).

UNIVERSAL (Vol. 13, No. 963)—Roosevelt addresses nation; Flames gut New Orleans warehouse; Dedicate new powder plant at Radford, Va.; 75,000 march in New York's Irish parade; U. S. troops "storm" pillbox at Ft. Belvoir, Va.; Norwich U. cavalry students ride in snow; Daffodil time in Washington state; Notre Dame gridders meet new coach; Windsor referees Nassau golf match.

Tent No. 6—Cleveland

(*Continued from Page* 10)

War Relief, everyone doing his part and everyone pleased.

Cleveland Barkers and their wives, who are now basking on the Florida sands, include: Mrs. Bert Stearn, Mrs. Ned Barach, Mr. and Mrs. Frank Drew, Sam Stecker, Meyer Fine, Frank Gross, Oscar Blum and Mr. and Mrs. P. E. Essick.

Mrs. Georgia Moffet, club secretary, is doing a swell job in arranging for a showing of films for Cleveland's children shut-in patients.

Club members are starting to make arrangements for the National Variety Club convention in Atlantic City.

Tent No. 11—Washington

Early reservations for the Rudy Berger dinner are requested by the committee. This town, as you know, is the home town of Cherry Blossoms and the blooms are due about the weekend of April 5 and 6, which incidentally will see huge mobs in town not only for the festival but also for the Army Day parade (April 5). The hotels will be cramped for space but our committee has already made plans with the hotels for plenty of space. However, we can't keep the rooms too long. Please write to Sam Wheeler, 932 New Jersey Avenue, and tell him how many tickets and reservations for hotels you will require. The affair is stag and costs $5 and will be held Monday night at 7 p.m. in the main ballroom of the Willard Hotel.

Little and pretty Edith Fellows and her Ma, were visitors for a luncheon date at the clubrooms with Harry Brown, Monogram branch manager here.

Chief Barker Hardie Meakin certainly has been working to get the boys signed up for the Atlantic City convention. We'll bet Hardie has the largest delegation there ever to leave this town at one time for a convention.

Tent No. 12—Minneapolis

Big event of the week for the Twin City Variety Club was the St. Patrick's Day stag. Lowell Kaplan and Charlie Rubenstein, entertainment co-chairmen, thought up another good one. It proved a big night for the boys. The "Gold Rush Days of '49" affair drew a swell crowd and proved a smashing success. A goodly sum was netted and the Milk Fund, the club's principal charity project, will be enriched. A part of the profits also goes to defray the cost of 16 radio sets which the club installed in the children's wards of the Minneapolis General hospital and still another portion into a pool to be divided among those who will make the trip to the National Convention in Atlantic City in May.

The free rhumba lessons will be resumed in the clubrooms Saturday night. The Arthur Murray dancers from the Hotel Nicollet Minnesota Terrace are giving the lessons.

The club inducted into its membership last week the biggest single class since its organization. Twenty-six new members were taken in and there are a dozen more applicants to be acted upon. This is a tribute to the work of Maitland Frosch, chairman of the membership committee, and his fellow toilers. They've done a great job. And when orchids are being handed out, we mustn't forget Eddie Ruben, Billy Elson, Max Torodor and Chief Barker Ben Blotcky for the way they put over that previously mentioned "Gold Rush Days of '49." Live wires, all of them.



Here's the sound truck used by Tent No. 10 in taking free movies to shut-ins. Left to right are Al Blocher, Dough Guy; Ken Collins, Chief Barker; and Lowell Heath, president of Bradford Film Transit Co., who donated the truck.

Tent No. 13—Philadelphia

March 10 marked a meeting and dinner of the Board of Canvassmen, and later the meeting of the membership. Members received their first knowledge of the committees for the coming national convention at Atlantic City, May 15-16-17. Tent 13 is solidly behind the committees, and it looks like Dallas will just become a comparison, with Philadelphia doing a swell job.

The formal dinner dance for Dr. Leon Levy, March 15, was the highlight of the affairs held in the clubrooms with a stand-out show and entertainment handled by chairman Harry Biben. Lighting and decorations under the capable direction of William A. MacAvoy, and house details supervised by Barker Henry Friedman.

The club is definitely in the black, and house chairman Henry Friedman will cooperate with any member who plans to give a party, or any affair that will afford him the use of the clubrooms. Barker Friedman will take suggestions that will further the operation of the club. He was made chairman of the hotel and registration commmittee by John Harris, and will now take the reservations for the various hotels in Atlantic City for the convention. Earle Sweigert, Bill MacAvoy, Ray O'Rourke, and Jack Beresin are all in the midst of the National Variety Clubs of America convention campaign.

Tent No. 17—Dallas

Main event on the boards around Tent 17 over the week-end was the second annual Fort Worth Spring golf tournament played over the tricky Glen Gardens Country Club course "out where the West begins." Some 35 Dallas Barkers accompanied by their wives or sweethearts made the trek to "cowtown" to participate in the event promoted and staged by Barker Frank Weatherford and other theatre men of Fort Worth. The Tournament and banquet Monday swelled Tent 17's charity fund.

On the dais at the banquet Monday night with Weatherford and his Fort Worth crew were Dallas Barkers R. J. O'Donnell, first assistant National Chief Barker; Chief Barker Paul Short, Frank O. Starz, Bill O'Donnell and Fort Worth's amiable District Attorney, Marvin Brown. One hundred and twenty players teed off to share some sixty prizes.

Coming down the home stretch of a membership drive that is expected to bring 50 new resident and 150 new non-resident members under the tent by convention time are Barker J. O. "Skipper" Cherry and his crew of co-workers heading the New Membership Drive committee. "Skipper" and the boys have fifty-seven on the line and say the rest will be easy.

Tent No. 21—Atlanta

Johnny Rice, genial and likable club steward, reports that the Board of Directors has instructed him to close the club rooms promptly at 1 a.m. on week days and 2 a.m., Saturday night or rather early Sunday morning. What's more Johnny says he is going to follow out the board's instructions to the letter. It seems that some of the Barkers had the idea the club rooms were supposed to keep open all night long. Charlie Dunaway, assistant club steward, is highly elated over the board's ruling. The reason! Charlie is now two weeks married.

Members of Tent 21 attended special church services at Cathedral of St. Philip last Sunday in a body. A special Variety sermon was preached by Dean Raimundo De Ovies, rector of the church and Tent 21's new chaplain. At the conclusion of the services Chief Barker Wm. K. Jenkins, on behalf of the club, presented the Dean with a check for $500 to be used in special boys' charity undertakings in which the Dean is interested.

Barker Harry Graham, District Manager for Universal, is sojourning in Miami where he expects to spend a couple of weeks fishing and sun bathing.

Next regular club meeting will be held on Monday, April 7th, with Barker Lionel H. Keense, owner of the Kirkwood Theatre, as "King for a Day."

Some of the Barkers are taking the rumor, that all will have to grow a southern colonel goatee for the convention trip, quite seriously. To date no official orders have been issued, but some of the boys, who have fuzz instead of beard, thought they had better get started.

Tent No. 24—Charlotte

With all the "Hullabaloo" in connection with the Charter Dinner and the opening of the new club rooms behind them, the boys of Tent No. 24 are now at work in earnest to devise ways and means to keep things moving at the high rate of speed which motivated the activities of the first week. The entertainment committee has several meetings scheduled to provide features which should prove to be revenue boosters.

The highlight of the first week was the ladies' reception held in the club rooms Wednesday afternoon. The board of directors played hosts to the wives of all members in Charlotte, who were permitted to bring a guest. Refreshments were served and the 50 ladies in attendance were lavish in their praise of the new quarters.

The first informal get-together was held on Saturday night when more than thirty couples and guests were present during the evening. Dancing seemed to be the main attraction.

Out of town visitors during the week included Frank J. Barry of Detroit Tent No. 5 and Eddie Collins of 20th Century-Fox.

Chief Barker Heck Everett, appointed the following as permanent members of the entertainment committee: Jimmy Prichard, chairman, George Roscoe, Si Dillon, Scott Lett and Frank Beddingfield.



It's a sure sign that Spring isn't far off when Barkers down at Tent No. 17, Variety Club of Texas, don sport clothes and start talking golf. The handsome par-shooters pictured here are Duke Evans and B. C. Gibson. Between them is displayed the Tent's trophy on which will be engraved the winner of the Spring Golf Tournament. Evans and Gibson are co-chairmen of a committee busily engaged in laying plans for the three-day affair to be held in Dallas April 19-20-21. The club's charity fund is expected to be some $3,500 richer at the tourney's conclusion.

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

Rosario and Antonio, sensational dance team soon to be seen in MGM's "Ziegfeld Girl," were signed by Universal for a featured specialty spot in "Sing Another Chorus" with Johnny Downs and Jane Frazee.

Gregory Ratoff has started rehearsing his wife, Eugenie Leontovich, famous European stage actress, in ballet scenes for "Tonight Belongs to Us," which he is producing and directing for Columbia with Loretta Young in the leading role.

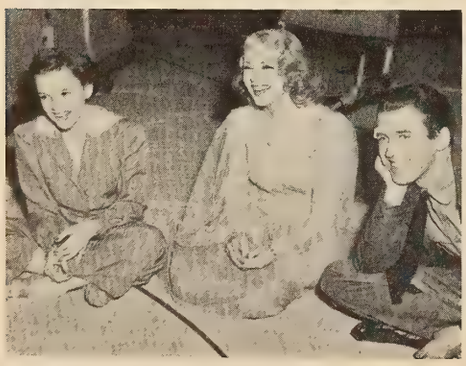
Bela Lugosi will be seen in the top role of Monogram's "The Phantom Monster," scheduled to roll in about a week with Joseph Lewis directing.

John Wayne has been cast as one of the two romantic male leads in Cecil B. De Mille's million dollar Technicolor sea epic, "Reap the Wild Wind," which goes before the Paramount cameras shortly. Wayne is currently appearing with Ona Munson in Republic's "Lady From New Orleans."

Warner Bros. has signed Frank McHugh to the comedy lead in "Manpower," the Marlene Dietrich-George Raft co-starrer which Raoul Walsh is directing. Ward Bond, Eve Arden, Joyce Compton and Barbara Pepper have been set for supporting roles.

"Billy the Kid" is expected to wind up this week. The Robert Taylor starrer has had the longest shooting schedule of any film on the lot since "Gone With the Wind." The MGM production is being photographed in Technicolor.

"Sun Valley,"Sonja Henie starrer at 20th Century-Fox, has been postponed for another week in order to give Miss Henie additional rest after her extended personal appearance tour.



Hollywood Stars "At Work"

Caught between scenes on MGM's "Ziegfeld Girl" set. Judy Garland, Lana Turner and James Stewart smile for the still man. The three are starred in the musical which also has Hedy Lamarr and Tony Martin in the stellar ranks. Robert Z. Leonard, director of "The Great Ziegfeld" handles the megaphone and Pandro Berman is the producer.

Whitey Ford, Donald McBride and Hal Peary, Mr. Gildersleeve on the Fibber McGee and Molly airshow, have been signed by Republic for important roles in "Country Fair." Frank McDonald will direct for Producer Armand Schaefer.

Joseph Cotten, well-known stage actor, has been signed by Alexander Korda for the male lead opposite Merle Oberon in his next film for United Artists. Cotten appears in the stage version of "Philadelphia Story" with Katharine Hepburn.

The merry Marx Brothers, Groucho, Harpo and Chico, will face the cameras this week at MGM in their latest comedy, "Murder With Music," under the direction of Chuck Reisner. Bobby Connolly has been signed to direct the dance numbers.

Because of her work in RKO's "Play Girl," Mildred Coles was assigned the top feminine role in "Scattergood Pulls the Strings," second of the series produced by Jerrold T. Brandt. As in the first picture, Guy Kibbee again will be starred in the title role, and Christy Cabanne will handle the megaphone.

Director William Wyler is in New York for conferences with Lillian Hellman on the screenplay she is doing from her play "The Little Foxes," which Samuel Goldwyn expects to put before the cameras shortly, starring Bette Davis.

20th Century-Fox has eighteen young male actors under contract as candidates for leading man prominence. In addition, thirteen young lady newcomers are on the stock roster.

Virginia Dale replaces Patricia Morison in the feminine lead of Gene Autry's current starring vehicle, "The Singing Hills," which Lew Landers is directing. Smiley Burnette and Mary Lee have important roles in the Republic western.

June Preisser, signed recently to a long term contract by Paramount, will be co-starred with Jackie Cooper in "Paramount on Parade," set to start late in May.

Curvaceous Jinx Falkenberg, top-flight photographer's model, has signed a contract with Columbia under which she will be handed one of the two headline roles in "Girls From Panama," which will be placed on the shooting schedule shortly.

Producer Edward Finney is completing preparations for the filming of "The Pioneers," based on the story by James Fenimore Cooper. Tex Ritter will be starred in the "special," along with his comic running-mate, "Arkansas Slim" Andrews. Al Herman is slated to direct from the screenplay by Charles Anderson.



Screen and Diamond Celebrities

A celebrity of the screen salutes a celebrity of the diamond. Connie Mack, famous manager of the Philadelphia Athletics, poses with a new 10-gallon Stetson hat given him by Republic's cowboy star, Roy Rogers, on the occasion of a testimonial dinner in Mack's honor at Anaheim, Calif., spring training camp of the Athletics.

Paramount Take Up Options On Five Young Players

Girding its contract roster for the greatest production drive in the history of the company, Paramount exercised options on five players; Fred MacMurray, Paulette Goddard, Betty Field, Virginia Dale and Martha O'Driscoll.

MacMurray was signed to a two-year deal, with options. He is currently on loan to Warner Bros. for a starring role in "Dive Bomber." Miss Goddard's option was lifted for another year, with further options. She is now co-starring with Charles Boyer and Olivia de Havilland in "Hold Back the Dawn," and begins work shortly in "Nothing But the Truth," with Bob Hope.

Betty Field was signed for six months, the other six months to be devoted to her stage work. She is now in New York and reports to the studio on May 1. Martha O'Driscoll and Virginia Dale had their options picked up for another year.

"Dive Bomber" in Technicolor

Warner Bros. studio has announced that its forthcoming picture, "Dive Bomber," will be photographed in Technicolor. The picture will co-star Errol Flynn and Fred MacMurray, under the direction of Michael Curtiz. Three contract players, Herbert Anderson, DeWolf Hopper, Jr., and Garrett Craig, have been assigned to featured roles in the film.

Sherman Signs Charlie Ruggles

Producer Harry Sherman has signed Charlie Ruggles to the role of "Chuckawalla Bill" in his de luxe production of Peter B. Kyne's "Parson of Panamint," set to roll within the next two weeks.

HOLLYWOOD STUDIO ROUND-UP

At the start of the current week, seven studios placed a total of eight new features before the cameras:

COLUMBIA

OFFICER AND THE LADY—Principals: Rochelle Hudson, Bruce Bennett, Roger Pryor. Director, Sam White.

MONOGRAM

WIDOWS OF THE PRESS—Principals: Jean Parker, Wallace Ford, Jed Prouty. Director, Phil Rosen.

PARAMOUNT

ALOMA OF THE SOUTH SEAS (Technicolor)—Principals: Dorothy Lamour, Jon Hall, Lynne Overman. Director, Alfred Santell.

PRODUCERS

SOUTH OF PANAMA—Principals: Roger Pryor, Virginia Vale, Lionel Royce. Director, Jean Yarbrough.

BILLY THE KID'S TRIGGER PALS—Principals: Bob Steele, Phyllis Adair, Al St. John. Director, Sherman Scott.

REPUBLIC

COUNTRY FAIR—Principals: Lulu Belle & Scotty, Big Boy Williams, Whitey Ford. Director, Frank McDonald.

UNIVERSAL

SING ANOTHER CHORUS—Principals: Johnny Downs, Jane Frazee, Mischa Auer. Director, Charles Lamont.

WARNER BROTHERS

PASSAGE FROM HONG KONG—Principals: Keith Douglas, Lucile Fairbanks. Director, Ross Lederman.

Vorhaus Draws "Angels"

"Angels With Broken Wings," Republic's forthcoming musical which Albert J. Cohen will produce, has been assigned to Bernard Vorhaus as his next directorial assignment at the studio. Camerawork is scheduled to start upon completion of "Lady From New Orleans," Vorhaus' current megaphone job.

Naish in "Forced Landing"

J. Carrol Naish has been assigned an important role with Richard Arlen and Eve Gabor in "Forced Landing," second picture to be produced by Bill Pine and Bill Thomas for Paramount. Naish is now finishing his role with Tyrone Power in 20th Century-Fox' "Blood and Sand."

Rogell Directs "Tight Shoes"

Albert Rogell will direct Universal's "Tight Shoes," Jules Levey's next Mayfair production based on a Damon Runyon story. Shooting starts this week.



The Lamour Influence

When Paramount announced that Bob Hope and Dorothy Lamour would co-star in "Caught in the Draft," everybody thought that it would be one Lamour picture without a sarong. But just look at Lynne Overman, Hope and Eddie Bracken in the army version of sarongs used during medical examinations.

Four New Stories Added To Columbia's Schedule

Four new story properties were announced by Columbia, one a New York stage hit which brought an astronomical price.

For "My Sister Eileen," by Jerome Chadorov and Joseph Fields, the studio paid $225,000. Max Gordon is the producer and he will supervise the filming of his hit and after that try his stage-famous hand on other vehicles on the same lot.

The other three were "Women in the Navy," from an unpublished short story, "Navy Nurse," by Hilary Lynn; "Just Another Dame," a magazine story by Robert Hyde; and "The Man Who Came to Life," another magazine story by Samuel W. Taylor. The last two appeared in *This Week,* the national Sunday newspaper magazine.

Monogram Signs Top Cast

With Jean Parker, Wallace Ford and Jed Prouty heading one of the most impressive casts ever lined up by Monogram, "Widows of the Press" went before the cameras with Phil Rosen directing for Producer Scott R. Dunlap. Other additions include Dennis Moore and Bob Fraser.

"Uniform" Goes Indoors

Clarence Brown has been forced to return indoors with MGM's "The Uniform" company, because of the weather. Brown has completely rearranged his shooting schedule, leaving all exterior sequences to the very last days of shooting.

Hayden Gets Columbia Term Deal

Russell Hayden, "Lucky" in the Hopalong Cassidy series, has been signed on a term deal contract by Columbia. First assignment will be one of the top featured roles in "One Way Street," being readied for early production. Hayden has appeared in the Hopalongs for the past four years.

Jane Murfin on "Victory"

Sol Lesser has signed Jane Murfin to work on the screenplay of "Strange Victory," his next production for United Artists release.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

"Pop" Sherman threw a swell rodeo and barbecue at his Bar-20 Ranch to introduce the new "Lucky" in the Hopalong Cassidy series to the press. Most of the boys including ourselves, were having such a good time we forgot all about the newcomer who will replace Russell Hayden, but we'll get his name yet.

Hollywood is all steamed up over the Mexico City premiere of "Pot O' Gold," James Roosevelt's first production for United Artists co-starring James Stewart and Paulette Goddard, April 12 to 15. Several planeloads of notables, and the press will be the guests of the Mexican Government. Line forms on the right, folks.

The Technicolor plant is in for a busy Spring and Summer according to the latest studio announcements. Paramount will make "Louisiana Purchase," "Aloma of the South Seas" and "Reap the Wild Wind"; 20th Century-Fox has scheduled "Caribbean Cruise"; and Warner Bros. "Dive Bomber," all for early production before the Technicolor cameras.

Monogram is still looking for the head Zombie for its forthcoming picture, "King of the Zombies." They might be able to discover a few under the grandstand at Santa Anita, now that the season is over.

Cecil B. DeMille has sent a crew location-hunting for a suitable undersea spot for his next epic. Why not dig up one of those bathtubs C. B. made famous several years ago and save all the cost of an expedition to the floor of the ocean.

Best news of the week was the announced return of Ann Sheridan to the screen and the feminine lead in "Navy Blues." We can now change the tune "Annie Doesn't Live Here Any More" to "Annie's In The Navy Now."

Selznick Prepares "Claudia"

Active preparations for the filming of "Claudia" were started this week by David O. Selznick with the signing of Rose Franken and her novelist husband, William Brown Meloney, to do the screen adaptation of the current New York stage hit of that title. Miss Franken is the author of "Claudia," screen rights of which have been purchased by Selznick.

New Terms for Starlets

Maris Wrixon and Peggy Diggins, two of the most promising of Warner Bros.' young players, have had their options lifted for another year with salary boosts.

"Trigger Pals" Rolls

Bob Steele's latest western "Billy the Kid's Trigger Pals," went into production with Phyllis Adair in the top feminine spot. Sherman Scott is directing for Producers Releasing Corp.

Advance Dope SR

PIONEER WOMAN (Para.) **Drama.** Rel. not set. **Principals:** Barbara Stanwyck, Joel McCrea, Brian Donlevy. **Plot:** A saga of the early West and the unseen part a woman plays in helping her man achieve a greatness which will last through the ages. **Producer-Director:** William A. Wellman.

BEFORE THE FACT (RKO) **Drama.** Rel. not set. **Principals:** Cary Grant, Joan Fontaine, Sir Cedric Hardwicke, Nigel Bruce. **Plot:** The ne'er-do-well son of a noble English family stops at nothing to gain his end. He's stopped at murdering his own wife by her knowledge of his intentions, and ends up in the RAF. **Director:** Alfred Hitchcock.

SERGEANT YORK (WB) **Historical-Drama.** Rel. not set. **Principals:** Gary Cooper, Joan Leslie, Walter Brennan, Dickie Moore. **Plot:** The life story of an American, living today, who accomplished the greatest thing ever done by any soldier of any of the armies of Europe during the first World War. **Director:** Howard Hawks.

WASHINGTON MELODRAMA (MGM) **Mystery.** Rel. not set. **Principals:** Frank Morgan, Kent Taylor, Ann Rutherford, Fay Holden. **Plot:** Blackmail and a murder mystery in the thunder of national events in Washington today, backgrounded by gay musical spectacles in a fashionable night club. **Director:** S. Sylvan Simon.

WEST POINT WIDOW (Para.) **Comedy-Drama.** Rel. not set. **Principals:** Anne Shirley, Richard Carlson, Richard Denning. **Plot:** A nurse, whose marriage to a West Point cadet has been annulled, is torn between her love for a hospital interne and her duty to her child's father. **Director:** Robert Siodmak.

HOLD BACK THE DAWN (Para.) **Drama.** Rel. not set. **Principals:** Charles Boyer, Paulette Goddard, Olivia de Havilland, Victor Francen. **Plot:** Story of a scoundrel who stoops to a marriage of convenience in order to get into the United States and the trusting girl he takes as his bride, who brings about his regeneration. **Director:** Mitchell Leisen.

POWER DIVE (Para.) **Drama.** Rel. May 23. **Principals:** Richard Arlen, Jean Parker, Roger Pryor, Helen Mack, Cliff Edwards. **Plot:** A test pilot tries to prevent his brother from following in his footsteps, but their mutual interest in a new model designed by a girl-friend's father brings them together. The ship passes the tests with both brothers flying and the test pilot gets the girl. **Director:** James Hogan.

LADY BE GOOD (MGM) **Musical Drama.** Rel. not set. **Principals:** Eleanor Powell, Ann Sothern, Robert Young, John Carroll, Lionel Barrymore. **Plot:** A musical about the ups and downs of a young composer who marries his lyricist. Success goes to his head, so she divorces him, but love wins out and they remarry and live happily ever after. **Director:** Norman McLeod.

UNDERGROUND (WB) **Drama.** Rel. not set. **Principals:** Jeffrey Lynn, Philip Dorn, Karen Verne. **Plot:** Story of the underground movement which seeks to overthrow the Hitler regime and the part a Nazi soldier plays in the hanging of his own brother, never suspecting his loyalty to the cause. **Director:** Vincent Sherman.

Meet Your Exchangemen

Grover C. Parsons (Univ.)



Like a number of other men renowned in American history, Grover C. Parsons, Universal's Branch Manager at Kansas City, first saw the light of day in Virginia. He joined Universal in his present capacity last August. For three and a half years prior to that he was Western sales manager for Republic, with headquarters in Los Angeles. Before his Republic association he was for nineteen years Metro-Goldwyn-Mayer's Branch Manager at San Francisco. But wherever Grover does his daily stint that's the place he calls home. And right now it's Kansas City, where he's doing his usually good job of taking care of his company's affairs in this territory.

Leonard Bernstein (Columbia)



Leonard graduated from the Central High School of Commerce in Toronto and spent his summers helping run a softball stadium before starting out to be a chartered accountant. After six months he was sidetracked into the film business as assistant shipper. He advanced himself from a poster clerk to assistant booker a year and a half ago in which position he is now engaged in Columbia's Toronto office.

Lewis Ginsburg (United Artists)



Lew is a United Artists career man, having spent all his business life with the company, starting in the tabulating department of the home office. He was shifted to the sales control department and in four years became head of it. Then he was assigned to Eastern District Manager, with Charles Stern as assistant, and after nine months was given the opportunity of becoming a salesman in New Haven, where he is still selling them for UA.

Joseph F. Samuels (RKO)



Joe is a mining engineer by profession and followed this line of endeavor until World War I. On his return from France, he joined Paramount in Salt Lake City as a salesman. Then he went to Metro, first as salesman, then as branch manager, later as special representative. He spent four years selling theatrical equipment and scenery all over the country and then joined RKO as a salesman in Salt Lake. In 1937, he went to Los Angeles.

Gifford Davison (RKO)



Here's a former football coach who's now a film salesman. Giff was born in Nebraska in 1904, but moved to Idaho in 1908 where he went through school and the University of Idaho. He was a star back on the team and so naturally became a coach. After ten years of coaching, he got a start with Capitol Film Company on the Baer-Carnera Fight film and finally, in 1937, was hired by RKO as Idaho salesman. He works from the Salt Lake City branch, but makes his home in Idaho.

Charles L. Dees (Paramount)



Charlie was a booker for L. L. Dent's Theatres in Denver when Paramount made him assistant booker in the Dallas Exchange in 1934. Before that he had booking experience with MGM and Liberty Films both in Dallas. In 1935, Paramount made him a salesman and in 1939, he was transferred to Oklahoma City as acting branch manager. On March 1, when Jack Curry, his predecessor, returned from leave of absence to take another post, the appointment was made permanent.

Joseph Engel (Columbia)



Joe is a veteran of more than 20 years in the industry, having started with Fox in 1920 in the contract department of the home office. The next year he joined PDC as office manager in Philadelphia, and later became a salesman. In 1926, he went to Universal, and was successively salesman and then manager in Philadelphia, Cleveland and Albany. He joined Columbia last June as Philadelphia city salesman.

William Elman (Columbia)



Willie's career in the motion picture business began when he joined World Pictures, Montreal, in 1917 as assistant shipper. He was then associated with Famous Players Film Service where he advanced himself from poster clerk to assistant shipper and then to salesman. He left to join Universal in Montreal as booker and then as salesman and was later transferred to Winnipeg as branch manager. In 1931 he returned to Montreal and joined Columbia as branch manager, where he still holds forth.

Feature Booking Guide

ASTOR PICTURES

Prod. No.	Title	Stars	Mins.	Rel. Date	See Issue of
	Bat Whispers (My-D)	C. Morris-U. Merkel	86		Reissued
	Crooked Circle (C)F	Zasu Pitts-Jimmy Gleason	70	9/15/40	Reissued
	Everything Is Rhythm (Mu)	Harry Roy & Band	60	7/22/39	Not Rev.
	Framed for Murder (D)	Wallace Ford-Fuzzy Knight		2/10/41	Not Rev.
	Hell's Angels (D)	Lyon-Harlow-Hall	100	1/10/40	Reissued
	Hell's Crossroads (D)A	Tom Keene-John Qualen (Former title "Our Daily Bread")		8/2/40	Reissued
	Monster Walks (My-D)	Mischa Auer	60	7/6/40	Reissued
	Murder at the Baskervilles	Arthur Wontner		10/15/40	Not Rev.
	Scarface (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
	Sky Devils (C-D)	Spencer Tracy	88	9/1/40	Reissued
	Tumbleweeds (W)	William S. Hart	86	5/1/39	Reissued
	U-67 (D)	Alan Hale-Claude Allister	60	8/1/39	Reissued
	Vengeance of the Deep (D)F	Lloyd Hughes	70	2/15/40	b3/2/40

COLUMBIA

Current 1939-40

1009	Angels Over Broadway (G)A	Doug. Fairbanks, Jr.-R. Hayworth	79	9/30/40	b10/12/40
1029	Babies for Sale (D)A	Rochelle Hudson-Glenn Ford	64	5/16/40	b5/18/40
1024	Before I Hang (H)F	Boris Karloff-Evelyn Keyes	63	9/17/40	b10/12/40
1012	Blondie Has Servant Trouble (C)F	Penny Singleton-Arthur Lake	69	7/25/40	b7/27/40
1022	Five Little Peppers in Trouble (CD)F	Edith Fellows-Tommy Bond	64	9/1/40	b1/18/41
1037	Girls of the Road (D)A	Ann Dvorak-Helen Mack-L. Lane	61	6/20/40	b7/27/40
1040	Glamour for Sale (D)A	Anita Louise-Roger Pryor	59	9/27/40	b11/9/40
1006	He Stayed for Breakfast (C)A	Loretta Young-Melvyn Douglas	89	8/22/40	b8/10/40
1001	Howards of Virginia (PD)F	Cary Grant-Martha Scott-Carlson	117	9/19/40	b8/31/40
	I Married Adventure (T)F	Travelogue Feature	78	7/24/40	b8/3/40
1023	Island of Doomed Men (D)A	Peter Lorre-Rochelle Hudson	67	5/20/40	b6/8/40
1008	Lady in Question (D)A	Brian Aherne-Rita Hayworth	81	8/7/40	b8/10/40
1016	Lone Wolf Meets a Lady(My)F	Warren William-Jean Muir	71	5/30/40	b5/18/40
1036	Mad Men of Europe (War)F	Edmund Gwenn-Mary Maguire	72	6/3/40	b5/25/40
1213	Man from Tumbleweeds (W)	Bill Elliott-Iris Meredith	59	5/2/40	a5/25/40
1038	Military Academy (D)F	Tommy Kelly-Bobby Jordan	66	7/18/40	b7/20/40
1021	Out West with the Peppers (CD)F	Edith Fellows-Dorothy Peterson	62	6/30/40	b7/20/40
1028	Passport to Alcatraz (Spy)A	Jack Holt-Cecelia Callejo	60	6/6/40	b5/25/40
1214	Return of Wild Bill (W)F	Bill Elliott-Iris Meredith	60	6/27/40	b7/13/40
1039	Secret Seven (My)F	Bruce Bennett-Florence Rice	62	8/15/40	b8/17/40
1206	Texas Stagecoach (W)F	Chas. Starrett-Iris Meredith	59	5/23/40	b3/30/40
1111	Twenty-one Days Together (D)A (Reviewed as "Three Weeks Together")	Vivien Leigh-Laurence Olivier	72	5/16/40	b4/6/40

Current 1940-41

2212	Across the Sierras (W)	Bill Elliott-Luana Walters	58	2/13/41	a11/16/40
	Adam Had Four Sons (D)A	Warner Baxter-Ingrid Bergman	80	2/18/41	b2/22/41
2101	Arizona (D)A	Jean Arthur-Holden-William	128	12/25/40	b11/23/40
2210	Beyond the Sacramento (W)F	Bill Elliott-Evelyn Keyes	57	11/14/40	b3/15/41
2015	Blondie Goes Latin (CM)F	Penny Singleton-Arthur Lake	68	2/27/41	b3/1/41
2016	Blondie Plays Cupid (C)F	Penny Singleton-Arthur Lake	68	10/31/40	b11/2/40
2028	Devil Commands (H)A	Boris Karloff-Amanda Duff	65	2/3/41	b2/8/41
2201	Durango Kid (W)F	Chas. Starrett-Luana Walters	60	8/15/40	b8/31/40
2024	Ellery Queen, Master Detective (My)F	Ralph Bellamy-Margaret Lindsay	68	11/30/40	b11/30/40
	Ellery Queen's Penthouse Mystery (My)F	Ralph Bellamy-Margaret Lindsay	68	3/24/41	b3/1/41
2012	Escape to Glory (D)A	Constance Bennett-Pat O'Brien	74	11/28/40	b11/23/40
2029	Face Behind the Mask (H)A	Peter Lorre-Evelyn Keyes	69	1/16/41	b2/15/41
2032	Fugitive from a Prison Camp (D)F	Jack Holt-Marian Marsh	59	9/5/40	b8/10/40
2038	Girls Under Twenty-one (D)F	Paul Kelly-Rochelle Hudson	64	10/24/40	b11/16/40
2031	Great Plane Robbery (G)A	Jack Holt-Vicki Lester	53	12/9/40	b11/23/40
2021	Lone Wolf Keeps a Date (MyC)A	Warren William-Frances Robinson	64	11/23/40	b11/23/40
	Lone Wolf Takes a Chance (My)	Warren William-June Storey		3/6/41	a1/11/41
2027	Meet Boston Blackie (D)A	Chester Morris-Rochelle Hudson	69	2/20/41	b3/1/41
	Missing Ten Days (D)F (Reviewed as "Ten Days in Paris")	Rex Harrison-Karen Verne	82	2/28/41	b10/21/39
2030	Nobody's Children (D)F	Edith Fellows-Lois Wilson	65	10/17/40	b1/25/41
2205	Outlaws of the Panhandle (W)	Chas. Starrett-Frances Robinson	59	2/27/41	a8/31/40
2033	Phantom Submarine (D)F	Anita Louise-Bruce Bennett	70	12/20/40	b2/22/41
2204	Pinto Kid (W)	Charles Starrett-Louise Currie	61	1/9/41	a7/13/40
2209	Prairie Schooners (W)F	Bill Elliott-Evelyn Young	58	9/30/40	b11/9/40
2018	So You Won't Talk? (C)F	Joe E. Brown-Frances Robinson	69	10/3/40	b9/28/40
2005	This Thing Called Love (C)A	Melvyn Douglas-Rosalind Russell	95	1/2/41	b12/28/40
2203	Thundering Frontier (W)F	Charles Starrett-Iris Meredith	57	12/5/40	b9/21/40
2202	West of Abilene (W)F	Charles Starrett-Marjorie Cooley	58	10/21/40	b7/20/40
2211	Wildcat of Tueson (W)	Bill Elliott-Evelyn Young	59	12/31/40	a10/26/40

Coming 1940-41

	Chain Gang (D)	Otto Kruger-Gloria Dickson	a3/15/41
	Great Swindle (D) (Former title "Tampered Evidence")	Jack Holt-Marjorie Reynolds	4/30/41 a6/29/40
	Her First Beau (CD)	Jane Withers-Jackie Cooper	a3/15/41
	Naval Academy (CD)	Jimmy Lydon-Fred. Bartholomew	a3/15/41
	North From the Lone Star(W)	Bill Elliott-Dorothy Fay	3/31/41 a3/8/41
	Officer and the Lady	Rochelle Hudson-Bruce Bennett	In Prod.
	Penny Serenade (C)	Irene Dunne-Cary Grant	4/17/41 a12/21/40
	Return of Daniel Boone (W)	Bill Elliott-Betty Miles	In Prod.
	Senate Page Boys (D)	Herbert Marshall-Virginia Bruce	a3/15/41
	She Knew All the Answers	Franchot Tone-Joan Bennett	In Prod.
	They Dare Not Love (D)	Martha Scott-George Brent	4/24/41 a2/22/41
	Time Out for Rhythm (DM)	Rudy Vallee-Rosemary Lane	a3/15/41
	Under Age (D)	Nan Grey-Alan Baxter-Tom Neal	4/24/41 a3/15/41

DISNEY

	Fantasia (FA)F	Technicolor Cartoon	150		b11/16/40

MGM

Current 1939-40

43	Andy Handy Meets Debutante (C)F	Mickey Rooney-Lewis Stone	86	7/5/40	b7/6/40
48	Boom Town (D)A	Gable-Tracy-Lamarr-Colbert	120	8/30/40	b8/10/40
42	Captain Is A Lady (C)F	Coburn-Billie Burke-B. Bondi	65	6/21/40	b6/29/40
36	Edison The Man (B)F	Spencer Tracy-Rita Johnson	107	5/10/40	b5/25/40
49	Golden Fleecing (CD)F	Rita Johnson-Lew Ayres	70	8/16/40	b8/24/40
47	Gold Rush Maisie (C)F	Ann Sothern-Lee Bowman	82	7/26/40	b8/3/40
50	I Love You Again (C)A	Wm. Powell-Myrna Loy	99	8/9/40	b8/10/40
41	Mortal Storm (D)F	Margaret Sullavan-Jas Stewart	100	6/14/40	b6/15/40
31	New Moon (O)F	Jeanette MacDonald-Nelson Eddy	102	6/28/40	b6/15/40
40	Phantom Raiders (My)F	Walter Pidgeon-Florence Rice	70	5/31/40	b6/1/40
46	Pride and Prejudice (PD)F	Greer Garson-L. Olivier	117	8/2/40	b7/13/40
44	Sporting Blood (A)F	R. Young-M. O'Sullivan-L. Stone	82	7/12/40	b7/13/40
39	Susan and God (C)A	Joan Crawford-Fredric March	117	6/7/40	b6/8/40
35	Twenty Mule Team (D)F	Wallace Beery-Leo Carrillo	84	5/3/40	b5/4/40
39	Waterloo Bridge (D)A	Vivien Leigh-Robert Taylor	107	5/17/40	b5/18/40
45	We Who Are Young (D)A	Lana Turner-John Shelton	78	7/19/40	b7/20/40

MGM

Current 1940-41

126	Andy Hardy's Private Secretary (C)F	Mickey Rooney-Lewis Stone	101	2/21/41	b2/22/41
110	Bittersweet (Tech.) (O)F	Jeanette MacDonald-Nelson Eddy	94	11/8/40	b11/16/40
123	Blonde Inspiration (C)F	Shelton-Grey-Dekker-Nolan	72	2/7/41	b2/8/41
132	Come Live With Me (C)A	James Stewart-Hedy Lamarr	85	1/31/41	b1/25/41
113	Comrade X (C)A	Clark Gable-Hedy Lamarr	88	12/13/40	b12/7/40
101	Dr. Kildare Goes Home (D)F	Barrymore-Ayres-Day	80	9/6/40	b9/7/40
115	Dr. Kildare's Crisis (D)F	L. Barrymore-Ayres-Rob't Young	74	11/29/40	b12/7/40
106	Dulcy (C)F	A .Sothern-Ian Hunter-B. Burke	73	10/4/40	b10/5/40
108	Escape (D)A	Norma Shearer-Robert Taylor	104	11/1/40	b11/2/40
117	Flight Command (D)F	Robt. Taylor-Ruth Hussey	115	1/3/41	b12/21/40
127	Free and Easy (SC)A	Ruth Hussey-Robert Cummings	55	2/28/41	b3/8/41
111	Gallant Sons (My)F	Jackie Cooper-Gene Reynolds	76	11/15/40	b11/16/40
	Gone With the Wind (PD)F	Gable-Leigh-Howard (Tech.)	228	1/17/41	b12/16/39
114	Go West (F)F	Marx Brothers	82	12/6/40	b12/14/40
104	Haunted Honeymoon (CD)A	Rob't. Montgomery-C. Cummings	82	9/20/40	b8/31/40
109	Hullabaloo (C)F	Frank Morgan-Billie Burke	77	10/25/40	b11/2/40
116	Keeping Company (D)F	John Shelton-Ann Rutherford	78	12/20/40	b1/4/41
120	Land of Liberty (Doc)F	Special Subject	98	1/24/41	b1/11/41
112	Little Nellie Kelly (MC)F	Judy Garland-Geo. Murphy	98	11/22/40	b11/16/40
118	Maisie Was A Lady (C)A	Ann Sothern-Maureen O'Sullivan	79	1/10/41	b1/11/41
129	Penalty, The (G)A	Lionel Barrymore-Edw. Arnold	80	3/14/41	b3/15/41
119	Philadelphia Story (FC)A	Katharine Hepburn-James Stewart	110	1/17/41	b11/30/40
128	Rage in Heaven (My)A	Rob't Montgomery-Ingrid Bergman	83	3/7/41	b3/8/41
105	Sky Murder (My)F	Walter Pidgeon-Donald Meek	72	9/27/40	b9/28/40
103	Strike Up the Band (M)F	Mickey Rooney-Judy Garland	120	9/27/40	b9/21/40
107	Third Finger,Left Hand (C)A	Myrna Loy-Melvyn Douglas	96	10/11/40	b10/12/40
125	Trial of Mary Dugan (My)F	Laraine Day-Robert Young	90	2/14/41	b2/15/41
121	Wild Man of Borneo (C)F	Frank Morgan-Billie Burke	78	1/24/41	b2/1/41
102	Wyoming (CD)A	Wallace Beery-Marjorie Main	87	9/13/40	b9/14/40

Coming 1940-41

	Bad Man (D)	Wallace Beery-Lionel Barrymore	3/28/41 a1/25/41
	Billy the Kid (Tech.) (D)	Rob't Taylor-Maureen O'Sullivan	a2/1/41
	Blossoms in the Dust (Tech.)	Greer Garson-Walter Pidgeon	In Prod.
	Dr. Jekyll and Mr. Hyde (D)	Spencer Tracy-Ingrid Bergman	In Prod.
	Lady Be Good (Mu)	Eleanor Powell-Ann Sothern	a3/22/41
	Love Crazy (C)	Wm. Powell-Myrna Loy-Fay Bainter	In Prod.
	Man From the City	Virginia Weidler-Robt. Sterling	In Prod.
	Men of Boys Town (D)F	Spencer Tracy-Mickey Rooney	107 4/11/41 b3/15/41
	People vs. Dr. Kildare (D)	Lew Ayres-Lionel Barrymore	In Prod.
	Uniform, The	Clark Gable-Rosalind Russell	In Prod.
	Washington Melodrama (My)	Frank Morgan-Ann Rutherford	4/4/41 a3/22/41
	Woman's Face	Joan Crawford-Melvyn Douglas	In Prod.
	Ziegfeld Girl (Mu)	Stewart-Garland-Lamarr-Martin	4/18/41 a1/18/41

MONOGRAM

Current 1939-40

	Arizona Frontier (W)F	Tex Ritter-Evelyn Finley	55	8/19/40	b8/31/40
	Boys of the City (C-D)F	East Side Kids	63	7/15/40	b7/20/40
	Cowboy From Sundown (W)F	Tex Ritter	58	5/9/40	b5/11/40
	Doomed to Die (My)F	Boris Karloff-Marjorie Reynolds	67	8/5/40	b8/3/40
	Golden Trail (W)F	Tex Ritter	52	7/3/40	b7/6/40
	Haunted House (D)F	Marcia Mae Jones-Jackie Moran	70	7/22/40	b7/20/40
	Kid From Santa Fe (W)	Jack Randall		5/23/40	a4/27/40
	Land of the Six Guns (W)F	Jack Randall-Louise Stanley	54	5/2/40	b6/29/40
	Last Alarm (D)F	Warren Hull-Polly Ann Young	61	6/25/40	b7/6/40
	Laughing at Danger (D)F	Frankie Darro-Joy Hodges	62	8/12/40	b8/3/40
	Missing People (My)F	Will Fyffe-Kay Walsh	69	8/19/40	b11/9/40
	On the Spot (D)F	Frankie Darro-Mary Kornman	61	6/11/40	b6/8/40
	Queen of the Yukon (D)F	Chas. Bickford-Irene Rich	73	8/26/40	b9/14/40
	Rainbow Over the Range(W)F	Tex Ritter-Dorothy Fay	59	7/29/40	b8/3/40
	Riders From Nowhere (W)	Jack Randall-Margaret Roach	45	6/6/40	a4/27/40
	Up in the Air (My-D)F	Frankie Darro-Marjorie Reynolds	61	9/9/40	b9/14/40
	Who Is Guilty? (D)F	Ben Lyon	60	9/2/40	b9/7/40
	Wild Horse Range (W)F	Jack Randall	53	6/25/40	b6/22/40

Current 1940-41

	Ape, The (D)F	Boris Karloff	62	9/30/40	b10/26/40
	Chamber of Horrors (D)A	Leslie Banks-Gina Malo	83	12/20/40	b6/29/40
	Dead Man's Shoes (My)	Leslie Banks-Wilfred Lawson		1/15/41	Not Rev.
	Drums of the Desert (D)F	Ralph Byrd-Lorna Grey	64	10/7/40	b10/12/40
	Flying Wild (D)F	East Side Kids-Joan Barclay	65	3/10/41	b3/1/41
	Her First Romance (C-D)F	Edith Fellows-Wilbur Evans	77	12/25/40	b12/28/40
	Ol' Swimmin' Hole F	Marcia Mae Jones-J. Moran	78	10/21/40	b10/26/40
	Orphans of the North (T)	Adventure film		7/29/40	Not Rev.
	Outsider (D)F	Geo. Sanders-Mary Maguire	91	9/15/40	b3/23/40
	Phantom of Chinatown (My)F	Keye Luke-Lotus Long	62	11/11/40	b11/23/40
	Pride of the Bowery F	Leo Gorcey-Bobby Jordan	63	12/15/40	b1/25/41
	Range Busters (W)F	Ray Corrigan-Max Terhune	56	8/22/40	b9/14/40
	Ridin' the Cherokee Trail (W)F	Tex Ritter-Slim Andrews	60	2/25/41	b2/22/41
	Rollin' Home to Texas (W)F	Tex Ritter-Slim Andrews	63	12/30/40	b2/1/41
	Sign of the Wolf (D)	Grace Bradley-Louise Beavers		3/25/41	a2/22/41
	Take Me Back to Oklahoma (W)F	Tex Ritter-Terry Walker	64	11/11/40	b11/30/40
	That Gang of Mine (D)F	Bobby Jordan-Leo Gorcey	62	9/23/40	b10/5/40
	Trailin' Double Trouble (W)F	Ray Corrigan-John King	58	10/7/40	b10/19/40
	Trail of the Silver Spurs(W)F	Corrigan-King-Terhune	55	1/5/41	b3/8/41
	West of Pinto Basin (W)F	Corrigan-King-Terhune	56	11/14/40	b12/7/40
	You're Out of Luck (D)F	Darro-Moreland	62	1/20/41	b1/18/41

Coming 1940-41

	Kid's Last Ride (W) (Former title "Prairie Schooldays")	John King-Ray Corrigan	a1/11/41
	Tumbledown Ranch in Arizona (W)	Range Busters	4/20/41 In Prod.
	Widows of the Press	Jean Parker-Wallace Ford	4/30/41 In Prod.

PARAMOUNT

Current 1939-40

3935	Biscuit Eater (B)F	Billie Lee-Cordell Hickman	79	5/24/40	b4/13/40
3932	Buck Benny Rides Again(C)F	Jack Benny-Virginia Dale	85	5/3/40	b4/13/40
3944	Comin' 'Round the Mountain (C)F	Bob Burns-Una Merkel	72	8/16/40	b8/17/40
3938	Ghost Breakers (MyC)F	Bob Hope-Paulette Goddard	78	6/21/40	b6/8/40
3942	Golden Gloves (D)A	Jean Cagney-Robert Ryan	68	8/2/40	b8/3/40
3945	Great McGinty (D)A	Brian Donlevy-Akim Tamiroff	85	8/23/40	b7/27/40
3958	Hidden Gold (W)F	Wm. Boyd-Russell Hayden	61	6/7/40	b5/18/40
3943	Mystery Sea Raider (D)F	Henry Wilcoxon-Carole Landis	77	8/9/40	b8/10/40
3946	North West Mounted Police (D)F	Cooper-Carroll-Goddard (Tech.)	126	12/27/40	b10/26/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

PARAMOUNT

Current 1939-40 (Cont.)

Prod. No.	Title	Stars	Mins.	Rel. Date	See Issue of
3933	Opened By Mistake (C)F	Charles Ruggles-Robert Paige	67	5/10/40	b5/11/40
3939	Queen of the Mob (G)A	Jean Cagney-Richard Denning	60	6/28/40	b6/29/40
3937	Safari (D)F	Madeleine Carroll-Fairbanks, Jr.	86	6/14/40	b6/8/40
3959	Stagecoach War (W)F	Wm. Boyd-Russell Hayden	61	7/12/40	b7/6/40
3936	Those Were the Days (PC)F	Wm. Holden-Bonita Granville	75	5/31/40	b5/25/40
3934	Typhoon (Tech.) (D)F	Dorothy Lamour-Robert Preston	71	5/17/40	b5/4/40
3941	Untamed (Tech.) (D)A	Milland-Tamiroff-Morison	82	7/26/40	b6/29/40
3940	Way of All Flesh (D)A	Akim Tamiroff-William Henry	84	7/5/40	b6/1/40

Current 1940-41

4009	Arise, My Love (CD)A	Claudette Colbert-Ray Milland	110	11/8/40	b10/19/40
4005	Cherokee Strip (W)F	Richard Dix-William Henry	86	10/11/40	b10/5/40
4007	Christmas in July (CD)F	Dick Powell-Ellen Drew	68	10/25/40	b9/21/40
4008	Dancing on A Dime (MC)F	Grace MacDonald-Robt. Paige	73	11/1/40	b10/12/40
4051	Doomed Caravan (W)F	Bill Boyd-Russell Hayden	60	1/10/41	b1/11/41
4020	Hard Boiled Canary (Mu)F	Allan Jones-Susanna Foster	80	3/7/41	b3/1/41
4052	In Old Colorado (W)F	Wm. Boyd-Russell Hayden	66	3/14/41	b3/1/41
4002	I Want A Divorce (C)A	Dick Powell-Joan Blondell	94	9/20/40	b9/7/40
4016	Life With Henry (C)F	Jackie Cooper-Leila Ernst	80	1/24/41	b1/18/41
4021	Lady Eve (D)F	Barbara Stanwyck-Henry Fonda	97	3/21/41	b3/1/41
4013	Love Thy Neighbor (C)F	Jack Benny-Fred Allen	82	12/27/40	b12/21/40
4018	Mad Doctor (H)F	Basil Rathbone-Ellen Drew	90	2/14/41	b2/15/41
4020	Monster and the Girl (H)A	Ellen Drew-Onslow Stevens	64	2/28/41	b2/15/41
4006	Moon Over Burma (D)A	D. Lamour-R. Preston-P. Foster	82	10/18/40	b10/19/40
4011	Night At Earl Carroll's (M)F	J. Carrol Naish-E. Carroll Girls	70	12/6/40	b11/23/40
4004	Quarterback (CD)F	Wayne Morris-Virginia Dale	72	10/4/40	b10/5/40
4003	Rangers of Fortune (D)F	MacMurray-Morison-Dekker	80	9/27/40	b9/14/40
4001	Rhythm on the River (M)F	Bing Crosby-Mary Martin	90	9/6/40	b8/24/40
4014	Second Chorus (M)F	Fred Astaire-Paulette Goddard	88	1/3/41	b11/30/40
4012	Texas Rangers Ride Again (W)F	J. Howard-Ellen Drew-M. Robson	67	12/13/40	b11/9/40
4050	Three Men From Texas (W)F	William Boyd-Russell Hayden	75	11/15/40	b9/14/40
4015	Victory (D)A	Fredric March-Betty Field	79	1/17/41	b12/21/40
4019	Virginia (Tech.) (PD)F	Madeleine Carroll-F. MacMurray	108	2/21/41	b1/18/41
4010	World In Flames (Doc)A	Newsreel Compilation	60	10/25/40	b10/19/40
4017	You're The One (M)F	Orrin Tucker-Bonnie Baker	81	2/7/41	b2/8/41

Coming 1940-41

	Aloma of the South Seas (Tech.)	Dorothy Lamour-Jon Hall		8/8/41	In Prod.
4053	Border Vigilantes (W)	Bill Boyd-Russell Hayden		4/18/41	a1/11/41
	Caught in the Draft (C)	Bob Hope-Dorothy Lamour		5/30/41	a3/1/41
	Hold Back the Dawn (D)	Chas. Boyer-Olivia de Havilland			a3/22/41
	I Wanted Wings (D)	Brian Donlevy-Ray Milland		7/18/41	a12/7/40
	Kiss the Boys Goodbye (CM)	D. Beecher-M. Martin-O. Levant		7/4/41	a3/8/41
4023	Las Vegas Nights (Mu-C)F	Phil Regan-Bert Wheeler-Dorsey	89	3/28/41	b3/22/41
	New York Town	Mary Martin-Fred MacMurray		7/25/41	a11/30/40
	Night of Jan. 16th	Ellen Drew-Robt. Preston			In Prod.
	One Night in Lisbon (CD)	Madeleine Carroll-Fred MacMurray		5/16/41	a2/8/41
	Pioneer Woman (D)	Barbara Stanwyck-Joel McCrea			a3/22/41
	Pirates on Horseback (W)	Wm. Boyd-Russell Hayden		6/6/41	a1/25/41
	Power Dive (D)	Richard Arlen-Jean Parker		4/25/41	a3/22/41
	Reaching for the Sun (D)	Joel McCrea-Ellen Drew		5/3/41	a11/2/40
4025	Road to Zanzibar (CM)F	Crosby-Lamour-Hope	90	4/11/41	b3/15/41
4024	Round-Up (W)F	Richard Dix-Patricia Morison	90	4/4/41	b3/15/41
	Shepherd of the Hills (D)	John Wayne-Betty Field (Tech.)		6/13/41	a11/9/40
	Skylark (CD)	Claudette Colbert-Ray Milland			a3/1/41
	West Point Widow (CD)	Ann Shirley-Richard Carlson		7/25/41	a3/22/41
	Wide Open Town (W)	William Boyd-Russell Hayden			a3/1/41

Coming 1941-42

	Mr. Bug Goes to Town	Tech. Cartoon Feature			In Prod.

PRODUCERS RELEASING CO.

153	Arizona Gang Busters (W)	Tim McCoy	60	9/16/40	Not Rev.
159	Billy the Kid's Gun Justice (W)	Bob Steele	63	12/27/40	Not Rev.
158	Billy the Kid in Texas (W)	Bob Steele	55	9/30/40	Not Rev.
157	Billy the Kid Outlawed (W)	Bob Steele	55	7/20/40	Not Rev.
160	Billy the Kid's Range War (W)	Bob Steele	60	1/24/41	Not Rev.
161	Billy the Kid's TriggerPals (W)	Bob Steele		3/3/41	Not Rev.
107	Caught in the Act (C)	Henry Armetta	62	1/17/41	Not Rev.
105	Devil Bat (My)	Bela Lugosi	69	12/13/40	Not Rev.
108	Federal Fugitives (D)	Neil Hamilton		3/28/41	Not Rev.
151	Frontier Crusader (W)	Tim McCoy	64	6/1/40	Not Rev.
152	Gun Code (W)	Tim McCoy	55	8/3/40	Not Rev.
102	Hold That Woman (C-D)F	James Dunn-Frances Gifford	66	6/28/40	b8/3/40
101	I Take This Oath (D)	Joyce Compton-Gordon Jones	67	5/20/40	Not Rev.
104	Misbehaving Husbands (C)F	Harry Langdon-Betty Blythe	66	12/20/40	b12/14/40
163	Lone Raider Rides On (W)	George Houston	64	1/10/41	Not Rev.
164	Lone Rider Crosses the Rio (W)	George Houston		2/28/41	Not Rev.
103	Marked Men (D)	Warren Hull-Isabel Jewell		8/28/40	Not Rev.
155	Outlaws of the Rio Grande (W)F	Tim McCoy	53	3/7/41	b3/1/41
154	Riders of Black Mountain (W)	Tim McCoy	59	11/11/40	Not Rev.
106	Secret Evidence (My)F	Charles Quigley-Marjorie Reynolds	64	1/31/41	b2/8/41
110	South of Panama	Roger Pryor-Virginia Vale		4/18/41	In Prod.

R.K.O.-RADIO

Current 1939-40

35	Anne of Windy Poplars (D)F	Anne Shirley-James Ellison	89	6/28/40	b6/22/40
31	Beyond Tomorrow (D)A	Richard Carlson-Jean Parker	84	5/10/40	b3/30/40
28	Bill of Divorcement (D)A	Maureen O'Hara-Adolphe Menjou	73	5/31/40	b3/16/40
39	Cross Country Romance (C)F	Gene Raymond-Wendy Barrie	66	7/12/40	b6/29/40
40	Dance, Girl, Dance (D)A	Maureen O'Hara-Louis Hayward	82	8/23/40	b8/31/40
36	Dr. Christian Meets the Women (D)F	Jean Hersholt-Dorothy Lovett	63	7/5/40	b6/29/40
24	Irene (Part Tech.) (MC)F	Anna Neagle-Ray Milland	101	5/3/40	b4/20/40
38	Lucky Partners (C)A	Ginger Rogers-Ronald Colman	101	8/23/40	b8/17/40
37	Millionaires in Prison (D)A	Lee Tracy-Linda Hayes	62	7/26/40	b6/29/40
25	My Favorite Wife (C)A	[illegible]-Grant-Scott	83	5/17/40	b5/4/40
42	One Crowded Night (D)A	Billie Seward-Don Costello	66	8/9/40	b8/3/40
34	Pop Always Pays (C)F	[illegible] Errol-Dennis O'Keefe	66	6/21/40	b6/22/40
84	Prairie Law (W)F	Geo. O'Brien-Virginia Vale	62	6/7/40	b6/22/40
61	Queen of Destiny (B)F (Reviewed as "Sixty Glorious Years")	Neagle-Walbrook (Tech.)	90	8/2/40	b10/29/38
33	Saint Takes Over (MyC)F	Geo. Sanders-Wendy Barrie	60	6/7/40	b4/27/40
85	Stage to Chino (W)F	George O'Brien	59	7/26/40	b7/27/40
41	Stranger on the Third Floor (D)A	Peter Lorre-Margaret Tallichet	62	8/16/40	b9/7/40
29	Tom Brown's Schooldays (D)F	Jimmy Lydon-Hardwicke	84	7/19/40	b6/22/40
86	Triple Justice (W)F	Geo. O'Brien-Virginia Vale	66	9/27/40	b10/19/40
43	Wildcat Bus (A)F	Fay Wray-Charles Lang	62	8/23/40	b8/17/40
32	You Can't Fool Your Wife (C)F	Lucille Ball-James Ellison	68	5/24/40	b5/25/40

Current 1940-41

183	Along the Rio Grande (W)F	Tim Holt-Betty Jane Rhodes	66	2/7/41	b2/1/41
118	Citizen Kane (D)	Orson Welles-Dorothy Comingore		2/28/41	In Prod.
161	Convoy (War)F	Clive Brook-John Clements	89	1/3/41	b12/7/40
102	Dreaming Out Loud (C)F	Lum & Abner-Frances Langford	81	9/13/40	b9/14/40
182	Fargo Kid (W)F	Tim Holt-Jane Drummond	65	12/6/40	b11/2/40
119	Footlight Fever (C) (Former title "Show Business")	Alan Mowbray-Donald McBride		3/21/41	a1/18/41
120	Girl, A Guy and A Gob (C)F	Geo. Murphy-Lucille Ball	91	3/14/41	b3/1/41
103	I'm Still Alive (D)F	Linda Hayes-Kent Taylor	66	9/27/40	b9/21/40
112	Kitty Foyle (D)A	Ginger Rogers-Dennis Morgan	105	12/27/40	b12/28/40
107	Laddie (D)F	Tim Holt-Virginia Gilmore	68	10/18/40	b9/21/40
115	Let's Make Music (CM)F	Bob Crosby-Jean Rogers	84	1/17/41	b12/14/40
109	Li'l Abner (F)F	Granville Owen-Kay Sutton	78	11/1/40	b11/9/40
110	Little Men (D)F	Kay Francis-Lydon-Oakie	84	1/10/41	b12/7/40
101	Men Against the Sky (D)F	Richard Dix-Wendy Barrie	74	9/6/40	b8/24/40
111	Mexican Spitfire Out West (C)A	Lupe Velez-Leon Errol	75	11/15/40	b10/12/40
117	Mr. & Mrs. Smith (C)A	Carole Lombard-Robt. Montgomery	95	1/31/41	b1/18/41

R.K.O.-RADIO

Current 1940-41 (Cont.)

Prod. No.	Title	Stars	Mins.	Rel. Date	See Issue of
114	No, No, Nanette (MC)F	Anna Neagle-Richard Carlson	96	12/20/40	b12/21/40
121	Play Girl (CD)A	Kay Francis-James Ellison	75	2/14/41	b12/21/40
171	Ramparts We Watch (Doc)F	March of Time Feature	90	8/16/40	b7/27/40
113	Remedy for Riches (D)F	Jean Hersholt-Dorothy Lovett	60	11/29/40	b11/23/40
123	Scattergood Baines (C)F	Guy Kibbee-Carol Hughes	69	2/21/41	b2/15/41
116	Saint in Palm Springs (MyC)F	George Sanders-Wendy Barrie	67	1/24/41	b1/4/41
104	They Knew What They Wanted (D)A	Charles Laughton-Carole Lombard	96	10/25/40	b10/12/40
106	Too Many Girls (M)A	Richard Carlson-Lucille Ball	85	11/8/40	b10/12/40
105	Villain Still Pursued Her (C)F	Anita Louise-Richard Cromwell	66	10/11/40	b7/27/40
181	Wagon Train (W)F	Tim Holt-Martha O'Driscoll	62	10/4/40	b10/12/40
108	You'll Find Out (MyMC)F	Kay Kyser-Peter Lorre-Karloff	97	11/22/40	b11/16/40

Coming 1940-41

	Bambi	Disney Cartoon Feature			In Prod.
	Before the Fact (D)	Cary Grant-Joan Fontaine			a3/22/41
	Devil and Miss Jones (D)	Jean Arthur-Chas. Coburn		4/14/41	a2/15/41
	Hurry, Charlie, Hurry (C)	Leon Errol-Mildred Coles		5/2/41	In Prod.
124	Melody for Three (D)F	Jean Hersholt-Fay Wray	67	3/28/41	b3/8/41
	My Life With Caroline	Ronald Colman-Anna Lee			In Prod.
	Reluctant Dragon	Benchley and Cartoon Characters			In Prod.
	Repent at Leisure (C-D)	Kent Taylor-Wendy Barrie		4/4/41	a3/1/41
	Robbers of the Range (W)	Tim Holt-Ray Whitley		4/18/41	a2/8/41
	Scattergood Pulls the Strings (CD)	Guy Kibbee		5/30/41	In Prod.
	Sunny (Mu)	A. Neagle-J. Carroll-R. Bolger		5/16/41	In Prod.
	They Met in Argentina (MD)	Ellison-O'Hara-Ebsen		4/25/41	a2/15/41
	Tom, Dick and Harry	Ginger Rogers-Geo. Murphy		6/13/41	In Prod.

REPUBLIC

Current 1939-40

944	Carolina Moon (MW)F	Gene Autry-Burnette-June Storey	65	7/15/40	b7/20/40
955	Carson City Kid (W)F	Roy Rogers-"Gabby" Hayes	57	7/1/40	b6/22/40
923	Crooked Road (D)A	Edmund Lowe-Irene Hervey	66	5/10/40	b5/11/40
924	Earl of Puddlestone (C)F	The Gleasons	67	8/31/40	b8/17/40
906	Gangs of Chicago (G)F	Lola Lane-Lloyd Nolan-MacLane	66	5/19/40	b5/25/40
943	Gaucho Serenade (MW)F	Gene Autry-Smiley Burnette	66	5/10/40	b5/18/40
904	Girl From God's Country (D)F	Chester Morris-Chas. Bickford	75	7/30/40	b7/27/40
908	Grand Ole Opry (C)F	Weaver Bros. & Elviry	68	6/25/40	b7/13/40
992	One Man's Law (W)F	Don Barry-Janet Waldo	57	6/29/40	b7/13/40
956	Ranger and the Lady (W)F	Roy Rogers-George Hayes	59	7/30/40	b7/27/40
966	Rocky Mountain Rangers (W)F	Three Mesquiteers	58	5/24/40	b6/8/40
909	Scatterbrain (C)F	Judy Canova-Alan Mowbray	73	7/20/40	b7/13/40
910	Sing, Dance, Plenty Hot (M)F	Ruth Terry-Johnny Downs	72	8/10/40	b8/3/40
903	Three Faces West (D)F (Reviewed as "The Refugee")	J. Wayne-Sigrid Gurie-C. Coburn	81	7/12/40	b6/22/40
907	Wagons Westward (D)F	Chester Morris-Anita Louise	69	6/19/40	b6/29/40
902	Women in War (D)F	Elsie Janis-Wendy Barrie	71	6/6/40	b6/1/40

Current 1940-41

10	Arkansas Judge (C)F	Rogers-Weaver Bros. and Elviry	72	1/28/41	b1/25/41
45	Back in the Saddle (MW)F	Gene Autry-Smiley Burnette	73	3/14/41	b3/15/41
8	Barnyard Follies (C)F	Mary Lee-June Storey-Rufe Davis	67	12/6/40	b11/23/40
9	Behind the News (D)F	Lloyd Nolan-Doris Davenport	74	12/20/40	b12/21/40
53	Border Legion (W)F	Roy Rogers-Geo. "Gabby" Hayes	58	12/5/40	b11/30/40
19	Bowery Boy (D)F	Dennis O'Keefe-Louise Campbell	71	12/27/40	b1/4/41
51	Colorado (W)F	Roy Rogers-George Hayes	57	9/15/40	b9/7/40
7	Friendly Neighbors (C)F	Weaver Bros. & Elviry	67	11/7/40	b11/16/40
72	Frontier Vengeance (W)F	Don Barry-Betty Moran	57	10/10/40	b10/12/40
17	Girl From Havana (D)A	Dennis O'Keefe-Victor Jory	69	9/11/40	b9/14/40
21	Great Train Robbery (D)F	Bob Steele-Claire Carleton	61	2/28/41	b3/8/41
1	Hit Parade of 1941 (MC)F	Kenny Baker-Frances Langford	88	10/15/40	b10/19/40
64	Lone Star Raiders (W)F	Three Mesquiteers	57	12/23/40	b12/21/40
11	Man Betrayed (D)A	John Wayne-F. Dee-Edw. Ellis	73	2/27/41	b3/15/41
18	Meet the Missus (C)F	Roscoe Karns-Ruth Donnelly	68	11/29/40	b11/23/40
5	Melody and Moonlight (M)F	Johnny Downs-Vera Vague	72	10/11/40	b10/5/40
41	Melody Ranch (MC)F	Gene Autry-Jimmy Durante	84	11/15/40	b11/23/40
61	Oklahoma Renegades (W)F	Three Mesquiteers	57	8/29/40	b8/17/40
20	Petticoat Politics (C)F	Roscoe Karns-Lois Ranson	67	1/31/41	b2/15/41
75	Phantom Cowboy (W)F	Don Barry-Virginia Carroll	57	2/14/41	b2/22/41
65	Prairie Pioneers (W)F	Three Mesquiteers	58	2/16/41	b2/22/41
63	Ride, Tenderfoot, Ride (MW)F	Autry-Burnette-June Story	65	9/6/40	b8/24/40
44	Ridin' on a Rainbow (MW)F	Gene Autry-Smiley Burnette	79	1/24/40	b2/1/41
54	Robin Hood of the Pecos (W)F	Roy Rogers-George Hayes	59	1/14/41	b1/18/41
73	Texas Terrors (W)F	Don Barry-Al St. John	57	11/22/40	b11/23/40
63	Trail Blazers (W)F	Three Mesquiteers	58	11/11/40	b11/2/40
71	Tulsa Kid (W)F	Don "Red" Barry	57	8/16/40	b8/3/40
62	Under Texas Skies (W)F	Three Mesquiteers	57	9/30/40	b9/21/40
6	Who Killed Aunt Maggie? (My)A	John Hubbard-Wendy Barrie	69	11/1/40	b11/2/40
74	Wyoming Wildcat (W)F	Don Barry-Julie Duncan	56	1/6/41	b1/11/41
52	Young Bill Hickok (W)F	Roy Rogers-Geo. Hayes	59	10/21/40	b10/5/40

Coming 1940-41

	Country Fair	Lulu Belle-Scotty			In Prod.
55	In Old Cheyenne (W)	Roy Rogers-G. "Gabby" Hayes		4/28/41	a3/1/41
	Lady From New Orleans (D)	Ona Munson-John Wayne		3/28/41	a3/15/41
12	Mr. District Attorney (My)	Dennis O'Keefe-Peter Lorre		3/26/41	a3/1/41
66	Pals of the Pecos (W)	Three Mesquiteers		4/3/41	a3/15/41
	Rookies on Parade (CM)	Bob Crosby-Ruth Terry		4/21/41	a3/15/41
	Singing Hills (MW)	Gene Autry-Smiley Burnette			In Prod.
2	Sis Hopkins (C)	Judy Canova-Bob Crosby		4/10/41	a2/22/41
76	Two-Gun Sheriff (W)	Don "Red" Barry-Lynn Merrick		4/11/41	a3/15/41

20TH CENT.-FOX

Current 1939-40

48	Charlie Chan's Murder Cruise (My)F	Sidney Toler-Marjorie Weaver	75	6/21/40	b5/11/40
34	Earthbound (D)A	Warner Baxter-Andrea Leeds	67	6/7/40	b6/8/40
47	Four Sons (D)A	Ameche-Leontovitch-Alan Curtis	89	6/14/40	b6/1/40
51	Girl In 313 (My)A	Florence Rice-Joan Valerie	56	5/31/40	b6/22/40
38	I Was An Adventuress (D)A	Zorina-Richard Greene	81	5/10/40	b5/4/40
45	Lillian Russell (B)F	Alice Faye-Don Ameche	127	5/24/40	b5/18/40
49	Lucky Cisco Kid (W)F	Cesar Romero-Mary Hughes	68	6/28/40	b6/1/40
46	Manhattan Heartbeat (D)F	Virginia Gilmore-Joan Davis	72	7/12/40	b6/8/40
50	Maryland (Tech.) (B)F	B. Joyce-Payne-Brennan	92	7/19/40	b7/6/40
44	On Their Own (C)F	Jones Family	63	5/17/40	b4/13/40
52	Sailor's Lady (C)F	Nancy Kelly-Jon Hall	66	7/5/40	b7/6/40
43	So This Is London (C)A	Geo. Sanders-Drayton-Churchill	70	5/3/40	b2/4/39

Current 1940-41

107	Brigham Young, Frontiersman (PD)A	Tyrone Power-Linda Darnell	112	9/27/40	b8/31/40
123	Chad Hanna (D) (Tech.)A	Henry Fonda-Linda Darnell	88	12/27/40	b12/14/40
110	Charlie Chan at the Wax Museum (My)F	Sidney Toler-Joan Valerie	62	9/6/40	b8/3/40
108	Charter Pilot (B)F	Lynn Bari-Lloyd Nolan	70	12/6/40	b11/23/40
113	Down Argentine Way (M)F	Don Ameche-Betty Grable (Tech.)	88	10/11/40	b10/5/40
105	Elsa Maxwell's Public Deb No. 1 (C)F	G. Murphy-B. Joyce-C. Ruggles	80	9/13/40	b8/31/40
108	Gay Caballero (W)F	Cesar Romero-Betty McLaughlin	57	10/4/40	b9/28/40
104	Girl From Avenue A (C)F	Jane Withers-Kent Taylor	76	8/9/40	b8/10/40
127	Girl In the News (D)F	Margaret Lockwood-Barry Barnes	78	1/31/41	b1/4/41
130	Golden Hoofs (C)F	Jane Withers-Buddy Rogers	66	2/14/41	b2/8/41
111	Great Profile (C)A	John Barrymore-Mary Hughes	70	10/25/40	b8/17/40
115	Hudson's Bay (PD)F	Paul Muni-Gene Tierney	94	1/3/41	b10/28/40
122	Jennie (D)F	Doris Bowden-Geo. Montgomery	78	12/20/40	b12/7/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

20TH CENT.-FOX

Current 1940-41 (Cont.)

Prod. No.	Title	Stars	Mins.	Rel. Date	See Issue of
101	Man I Married (D)A	Joan Bennett-Francis Lederer	76	8/2/40	b7/20/40
117	Mark of Zorro (D)F	Tyrone Power-Linda Darnell	92	11/8/40	b11/9/40
124	Michael Shayne, Private Detective (My)F	Lloyd Nolan-Marjorie Weaver	77	1/10/41	b12/28/40
132	Murder Among Friends (MyC)F	John Hubbard-Marjorie Weaver	67	3/14/41	b2/22/41
121	Murder Over New York (My)F	Sidney Toler-Marjorie Weaver	65	12 13/40	b12/7/40
114	Night Train (D)A (Reviewed as "In Disguise")	Margaret Lockwood-Rex Harrison	95	10/18/40	b8/3/40
106	Pier 13 (CD)F	Lynn Bari-Lloyd Nolan	66	8/23/40	b8/17/40
103	Return of Frank James (PD)F	H. Fonda-J. Cooper (Tech.)	92	8/16/40	b8/17/40
129	Ride Kelly Ride (D)F	Marvin Stephens-Rita Quigley	59	2/7/41	b1/25/41
125	Romance of the Rio Grande (W)F	Cesar Romero-Patricia Morison	73	1/17/41	b12/28/40
131	Scotland Yard (D)	Edmund Gwenn-Nancy Kelly		2/28/41	a1/18/41
102	Street of Memories (D)A	Guy Kibbee-Lynn Roberts	71	11/15/40	b7/6/40
128	Tall, Dark and Handsome (CD)A	Cesar Romero-Milton Berle	78	1/24/41	b1/18/41
120	Tin Pan Alley (M)F	Alice Faye-B. Grable-J. Oakie	94	11/29/40	b11/23/40
133	Tobacco Road (D)A	Tierney-Grapewin-Rambeau	84	3/7/41	b2/22/41
126	Western Union (Tech.) (PD)F	Rob't Young-Randolph Scott	95	2/21/41	b2/8/41
116	Yesterday's Heroes (D)F	Jean Rogers-Rob't Sterling	65	9/20/40	b9/21/40
109	Young People (CD)F	Shirley Temple-Jack Oakie	78	8/30/40	b7/13/40
119	Youth Will Be Served (C)F	Jane Withers-Robert Conway	68	11/22/40	b9/28/40

Coming 1940-41

	Blood and Sand (Tech.) (D)	Tyrone Power-Linda Darnell		5/30/41	a3/15/41
	Bride Wore Crutches (C-D)F	Lynne Roberts-Ted North	59	7/4/41	b7/27/40
	Cowboy and the Blonde (CD)	Mary Beth Hughes-G. Montgomery		5/23/41	a3/15/41
	Dead Men Tell (My)	Sidney Toler		3/28/41	a2/15/41
	For Beauty's Sake (My-C)	Ned Sparks-Marjorie Rambeau		6/27/41	a8/17/40
	Great American Broadcast (MD)	Alice Faye-John Payne-Jack Oakie		5/2/41	a3/1/41
	Man Hunt	Walter Pidgeon-Joan Bennett		5/16/41	In Prod.
	Outlaw, The	Walter Huston-Thos. Mitchell		3/21/41	In Prod.
	Ride On Vaquero (W)F	Cesar Romero-Mary Beth Hughes	64	4/18/41	b3/22/41
	Sleepers West (D)F	Lloyd Nolan-Lynn Bari	72	4/4/41	b3/22/41
	That Night in Rio (M)A	Alice Faye-Don Ameche (Tech.)	90	4/11/41	b3/1/41
	Very Young Lady (C)	Jane Withers-Nancy Kelly		6/6/41	a3/8/41

Coming 1941-42

	Miami (Tech.)	Don Ameche-Betty Grable			In Prod.

UNITED ARTISTS

Current

	Blackout (D)F	Conrad Veidt-Valerie Hobson	81	11/29/40	b10/19/40
	Captain Caution (D)A	V. Mature-Louise Platt-B. Cabot	88	8/9/40	b8/3/40
	Cheers for Miss Bishop (D)F	Martha Scott-William Gargan	100	2/21/41	b1/18/41
	Foreign Correspondent (D)F	Joel McCrea-Herbert Marshall	120	8/16/40	b8/17/40
	Great Dictator, The (C)F	Charles Chaplin-P. Goddard	126	3/1/41	b10/19/40
	Kit Carson (D)F	Jon Hall-Dana Andrews	96	8/30/40	b8/31/40
	Long Voyage Home (D)A	John Wayne-Thos. Mitchell	103	11/22/40	b10/12/40
	Our Town (D)F	Fay Bainter-Frank Craven	90	5/24/40	b5/18/40
	Pastor Hall (D)F	Wilfred Lawson-Nova Pilbeam	96	9/13/40	b7/27/40
	Road Show (C)F	Adolpe Menjou-Carole Landis	82	1/24/41	b1/11/41
	Saps at Sea (C)F	Stan Laurel-Oliver Hardy	56	5/3/40	b4/27/40
	So Ends Our Night (D)A	Fredric March-Margaret Sullavan	121	2/14/41	b1/25/41
	Son of Monte Cristo (D)F	Joan Bennett-Louis Hayward	104	1/10/41	b12/7/40
	South of Pago Pago (D)F	Jon Hall-Victor McLaglen	97	7/18/40	b7/20/40
	Thief of Bagdad (FA)F	Sabu-Conrad Veidt (Tech.)	109	12/25/40	b10/19/40
	Topper Returns (C)F	Joan Blondell-Carole Landis	89	3/21/41	b3/15/41
	Turnabout (C)A	Carole Landis-Hubbard-Menjou	83	5/17/40	b5/4/40
	Westerner (D)F	Gary Cooper-Walter Brennan	99	9/20/40	b9/21/40

Coming

	Broadway Limited (C-D)	Victor McLaglen-Dennis O'Keefe			a3/1/41
	Major Barbara	Wendy Hiller-Robert Morley			Coming
	New Wine (MD)	Ilona Massey-Binnie Barnes			a3/8/41
	Pot O' Gold (C-Mu)	James Stewart-Paulette Goddard		4/11/41	a2/8/41
	That Hamilton Woman (PD)	Vivien Leigh-Laurence Olivier	126	4/30/41	b3/22/41
	That Uncertain Feeling (SC)A	Oberon-Douglas-Meredith	84	4/20/41	b3/15/41

UNIVERSAL

Current 1939-40

4015	Alias the Deacon (C)F	Bob Burns	73	5/17/40	b5/4/40
4063	Bad Man From Red Butte (W)F	J. M. Brown-Baker-Fuzzy Knight	58	5/31/40	b6/15/40
4057	Black Diamonds (A)F	Richard Arlen-Andy Devine	60	7/19/40	b7/27/40
4003	Boys from Syracuse (C)F	A. Jones-Martha Raye-J. Penner	73	8/9/40	b7/13/40
4056	Hot Steel (A)F	Richard Arlen-Andy Devine	61	5/24/40	b6/29/40
4037	I Can't Give You Anything But Love, Baby (C)F	Peggy Moran-Johnny Downs	61	6/21/40	b5/11/40
4005	If I Had My Way (MC)F	Bing Crosby-Gloria Jean	87	5/3/40	b4/27/40
4029	La Conga Nights (C)F	Hugh Herbert	60	5/31/40	b5/18/40
4036	Love, Honor, and Oh Baby (C)F	Wallace Ford-Kathryn Adams	60	6/7/40	b6/8/40
4007	Private Affairs (C)F	N. Kelly-R. Young-R. Cummings	73	7/5/40	b6/15/40
4008	Sandy Is A Lady (C)F	Sandy-Mischa Auer-Nan Grey	64	6/14/40	b5/25/40
4031	Ski Patrol (War)F	Luli Deste-Philip Dorn	64	5/10/40	b5/11/40
4064	Sun of Roaring Dan (W)F	J. M. Brown-Jeanne Kelly	63	7/26/40	b8/17/40
4009	South To Karanga (D)F	C. Bickford-L. Deste	59	8/2/40	b8/10/40
4006	When the Daltons Rode (D)F	Kay Francis-Randolph Scott	80	8/23/40	b8/3/40
4023	You're Not So Tough (D)F	Dead End Kids-Nan Grey	72	7/26/40	b6/1/40

Current 1940-41

5013	Argentine Nights (M)F	Ritz Brothers-Andrews Sisters	73	9/6/40	b9/7/40
5002	Back Street (D)F	Chas. Boyer-M. Sullavan	89	2/7/41	b2/8/41
5010	Bank Dick (C)F	W. C. Fields-Una Merkel	74	11/29/40	b12/7/40
5064	Boss of Bullion City (W)	J. M. Brown-Fuzzy Knight	59	1/10/41	a9/14/40
5011	Buck Privates (C)F	Abbott & Costello-Andrews Sisters	82	1/31/41	b2/8/41
5065	Bury Me Not on the Lone Prairie (W)	J. M. Brown-Fuzzy Knight		3/21/41	a12/14/40
5008	Dark Streets of Cairo (D)F	Sigrid Gurie-Ralph Byrd	58	2/28/41	b12/7/40
5052	Devil's Pipe Line (A)F	Richard Arlen-Andy Devine	65	11/1/40	b11/16/40
5019	Diamond Frontier (D)F	Victor McLaglen-John Loder	71	10/4/40	b10/12/40
	Double Date (C)F	Peg. Moran-Ed. Lowe-Una Merkel	58	3/14/41	b3/15/41
5046	Fugitive, The (D)A	Ralph Richardson-Diana Wynyard	75	9/20/40	b6/22/40
5025	Give Us Wings (D)F	Billy Halop-Huntz Hall	69	12/20/40	b11/16/40
5006	Hired Wife (C)A	Rosalind Russell-Brian Aherne	95	9/13/40	b9/14/40
5036	I'm Nobody's Sweetheart Now (C)F	Helen Parrish-Dennis O'Keefe	62	11/1/40	b8/10/40
5018	Invisible Woman (C)A	John Barrymore-Virginia Bruce	72	12/27/40	b1/4/41
5062	Law and Order (W)F	J. M. Brown-Fuzzy Knight	57	10/18/40	b11/30/40
5051	Leather Pushers (A)F	Andy Devine-Richard Arlen	64	9/13/40	b9/7/40
5017	Little Bit of Heaven (C)F	Gloria Jean-R. Stack-Nan Grey	87	10/11/40	b10/12/40
5053	Lucky Devils (A)F	Richard Arlen-Andy Devine	64	1/3/41	b12/28/40
	Man Who Lost Himself (D)	Brian Aherne-Kay Francis		3/21/41	a2/15/41
5026	Margie (C)F	Tom Brown-Nan Grey-M. Auer	59	12/6/40	b9/21/40
5032	Meet the Chump (C)F	Hugh Herbert-Lewis Howard	60	2/14/41	b2/1/41
5023	Meet the Wildcat (D)F	Margaret Lindsay-Ralph Bellamy	63	11/22/40	b10/12/40
5041	Mr. Dynamite (D)A	Lloyd Nolan-Irene Hervey	67	3/7/41	b3/15/41
5020	Mummy's Hand (D)A	Dick Foran-Wallace Ford	67	9/20/40	b8/31/40
5003	Nice Girl? (CM)F	Deanna Durbin-Franchot Tone	95	2/21/41	b3/1/41
5015	One Night in the Tropics (CM)F	Allan Jones-Nancy Kelly	82	11/15/40	b11/2/40
5063	Pony Post (W)F	Johnny Mack Brown	59	11/8/40	b12/21/40
5061	Ragtime Cowboy Joe (W)F	J. Mack Brown-Fuzzy Knight	58	9/20/40	b10/5/40
5021	Sandy Gets Her Man (C)F	Baby Sandy-S. Erwin-Una Merkel	65	11/8/40	b11/2/40
5027	San Francisco Docks (D)A	Burgess Meredith-Irene Hervey	65	1/10/41	b12/7/40
5007	Seven Sinners (CD)A	Marlene Dietrich-John Wayne	84	10/25/40	b11/2/40
5022	Six Lessons From Madame La Zonga (C)F	Lupe Velez-Leon Errol	60	1/17/41	b1/18/41
5024	Slightly Tempted (C)F	Hugh Herbert-Johnny Downs	61	10/18/40	b8/10/40
5001	Spring Parade (CM)F	Deanna Durbin-Rob't Cummings	90	9/27/40	b9/28/40
5008	Trail of the Vigilantes (WC)F	Franchot Tone-Crawford-Devine	75	12 13/40	b12/14/40
5030	Where Did You Get That Girl? (MC)F	Helen Parish-Chas. Lang	67	1/3/41	b12/28/40

UNIVERSAL

Coming 1940-41

	Black Cat (My)	Hugh Herbert-Broderick Crawford		5/2/41	a3/8/41
	Cracked Nuts (C)	Una Merkel-Stuart Erwin		7/11/41	In Prod.
5055	Dangerous Game (D)F	Richard Arlen-Andy Devine	60	8/22/41	b3/8/41
	Flame of New Orleans (C-D)	Dietrich-Roland Young-Cabot		4/11/41	a2/15/41
	Hit the Road	George-MacLane-Dead End Kids		6/27/41	In Prod.
	Horror Island	Peggy Moran-Dick Foran		3/28/41	In Prod.
	Lady From Cheyenne (D)	Loretta Young-Rob't Preston		4/4/41	a2/8/41
	Man Made Monster (D)A	Frank Albertson-Lon Chaney, Jr.	62	4/4/41	b3/22/41
	Model Wife (C-D)	Joan Blondell-Dick Powell		4/25/41	a2/8/41
	Mutiny in the Arctic (A)	Richard Arlen-Andy Devine		4/4/41	In Prod.
	Oh, Charlie (My-C)	Abbott & Costello-Evelyn Ankers		5/30/41	a2/22/41
	Sandy Steps Out (C)	Baby Sandy-Kathryn Adams		7/18/41	In Prod.
	Sing Another Chorus	Johnny Downs-Jane Frazee			In Prod.
	Unfinished Business (D)	Irene Dunne-Robt. Montgomery		8/15/41	a3/8/41

WARNER BROS.

Current 1939-40

454	All This and Heaven Too (PD)A	Bette Davis-Charles Boyer	143	7/13/40	b6/22/40
405	Brother Orchid (GC)F	E. G. Robinson-Sothern-Bellamy	90	6/8/40	b6/1/40
466	Flight Angels (D)F	Ralph Bellamy-Dennis Morgan	74	5/18/40	b5/11/40
412	Flowing Gold (D)A	Pat O'Brien-John Garfield	82	8/24/40	b8/24/40
473	Fugitive From Justice (G)A	Roger Pryor-Lucille Fairbanks	53	6/15/40	b6/8/40
424	Gambling on the High Seas (G)F	Wayne Morris-Jane Wyman	58	6/22/40	b2/24/40
474	Ladies Must Live (C)F	Rosemary Lane-Wayne Morris	59	7/20/40	b8/24/40
467	Man Who Talked Too Much (D)A	Geo. Brent-Virginia Bruce	75	7/6/40	b6/29/40
417	Money and the Women (D)F	Jeffrey Lynn-Brenda Marshall	65	8/17/40	b8/17/40
472	Murder in the Air (My)F	Ronald Reagan-Lya Lys	55	8/1/40	b2/24/40
409	My Love Came Back (CD)F	De Havilland-J. Lynn-J. Wyman	85	7/20/40	b6/29/40
414	River's End (D)F	Dennis Morgan-George Tobias	70	8/10/40	b8/24/40
410	Saturday's Children (D)F	John Garfield-Anne Shirley	101	5/11/40	b4/13/40
401	Sea Hawk (PD)F	Flynn-Marshall-Crisp	127	8/31/40	b7/20/40
423	Tear Gas Squad (G)F	D. Morgan-J. Payne-G. Dickson	58	5/4/40	b3/23/40
460	They Drive By Night (D)A	Raft-Sheridan-Bogart	93	8/3/40	b7/20/40
455	Torrid Zone (D)A	Cagney-O'Brien-Sheridan	88	5/25/40	b5/11/40

Current 1940-41

570	Always A Bride (C)F	Rosemary Lane-George Reeves	58	11/2/40	b11/30/40
510	Calling All Husbands (C)F	Geo. Tobias-Lucille Fairbanks	64	9/7/40	b8/31/40
572	Case Of The Black Parrot (My)F	Wm. Lundigan-Maris Wrixon	60	1/11/41	b1/18/41
506	City For Conquest (D)A	James Cagney-Ann Sheridan	105	9/21/40	b9/14/40
511	Dispatch From Reuter's(PD)F	Robinson-Albert-Basserman	88	10/19/40	b9/21/40
562	East of the River (G)A	John Garfield-Brenda Marshall	74	11/9/40	b11/2/40
569	Father Is a Prince (C)A	Grant Mitchell-Nana Bryant	62	10/12/40	b10/12/40
520	Father's Son (D)F	John Litel-Billy Dawson	58	2/1/41	b1/4/41
514	Flight from Destiny (D)A	Thos. Mitchell-Jeffrey Lynn	70	2/8/41	b12/28/40
509	Footsteps in the Dark (My-C)A	Errol Flynn-Brenda Marshall	96	3/8/41	b3/1/41
503	Four Mothers (D)F	Lane Sisters-G. Page-J. Lynn	86	1/4/41	b12/21/40
515	Great Mr. Nobody (C)F	Eddie Albert-Joan Leslie	71	2/15/41	b2/8/41
524	Here Comes Happiness (D)F	Mildred Coles-Richard Ainley	57	3/15/41	b3/8/41
525	Here Comes the Navy (C)F	James Cagney-Pat O'Brien	86	12/21/40	Reissue
556	High Sierra (G)F	Humphrey Bogart-Ida Lupino	100	1/25/41	b1/11/41
510	Honeymoon for Three (C)F	George Brent-Ann Sheridan	77	1/18/41	b1/11/41
502	Knute Rockne— All American (B)F	Pat O'Brien-Ronald Reagan	93	10/5/40	b10/12/40
512	Lady With Red Hair (PD)A	Miriam Hopkins-Richard Ainley	81	11/30/40	b11/16/40
552	Letter, The (D)A	Bette Davis-Herbert Marshall	101	11/23/40	b11/16/40
554	No Time for Comedy (C)A	J. Stewart-R. Russell-C. Ruggles	96	9/14/40	b9/7/40
551	Santa Fe Trail (PD)F	Flynn-de Havilland-Massey	110	12/28/40	b12/28/40
573	Shadows on the Stairs (My) (Former title "Murder on the Second Floor")	Maris Wrixon-Wm. Lundigan		3/1/41	a1/18/41
501	Sea Wolf (D)	Robinson-Garfield-Lupino		3/22/41	a11/30/40
571	She Couldn't Say No (C)F	Roger Pryor-Eve Arden	63	12/7/40	b12/28/40
513	South of Suez (D)F	Geo. Brent-Lee Patrick	86	11/16/40	b12/7/40
559	Strawberry Blonde (CD)F	Jas. Cagney-Olivia de Havilland	97	2/22/41	b2/15/41
561	Tugboat Annie Sails Again (C)F	Marjorie Rambeau-Alan Hale	77	10/26/40	b10/19/40

Coming 1940-41

	Affectionately Yours (C)	Merle Oberon-Dennis Morgan			a2/8/41
	Bride Came C.O.D. (C-D)	Bette Davis-James Cagney			a2/15/41
	Gentle People (D)	Ida Lupino-John Garfield			a3/8/41
	Great Lie (D)	Bette Davis-Geo. Brent		4/12/41	a12/21/40
	Highway West (D)	Brenda Marshall-Olympe Bradna			a3/1/41
	Kisses for Breakfast (C) (Former title "She Stayed Kissed")	Dennis Morgan-Jane Wyatt			a1/25/41
	Knockout (D)	Arthur Kennedy-Olympe Bradna		3/29/41	a12/21/40
	Man Power	Marlene Dietrich-George Raft			In Prod.
	Meet John Doe (D)F	Gary Cooper-Barbara Stanwyck	123		b3/15/41
	Miss Wheelwright Discovers America (C-D)	Priscilla Lane-Ronald Reagan			a2/1/41
	Nurse's Secret (My)	Lee Patrick-Regis Toomey			a3/8/41
	Passage From Hong Kong	Keith Douglas-Lucile Fairbanks			In Prod.
	Sergeant York	Gary Cooper-Joan Leslie			a3/22/41
	Shining Victory (D) (Former title "Winged Victory")	G. Fitzgerald-Jas. Stephenson			a2/1/41
	Shot in the Dark (My) (Former title "No Hard Feelings")	Ricardo Cortez-Wm. Lundigan		4/5/41	a2/22/41
	Singapore Woman (D)	Brenda Marshall-David Bruce			a2/1/41
	Strange Alibi (D)	Arthur Kennedy-Joan Perry		4/19/41	In Prod.
	Thirty Days Hath September (C)	Eddie Albert-Joan Leslie			a2/8/41
	Three Sons O'Guns (CD)	Wayne Morris-Arthur Kennedy			a3/1/41
	Underground (D)	Jeffrey Lynn-Karen Verne			a3/22/41
	Wagons Roll at Night (D) (Former title "Carnival")	Humphrey Bogart-Sylvia Sidney		4/26/41	a11/2/40

MISCELLANEOUS

	Adolescence (D)A	Leon Janney-Eleanor Hunt	80	Select	b12/21/40
	Face at the Window (My)A	Tod Slaughter-Marjorie Taylor	65	Ziehm	b10/19/40
	Leopard Men of Africa (T)A	Natives and animals	65	Select	b7/6/40
	Let George Do It (C)F	Geo. Formby-Phyllis Calvert	72	Film All	b10/26/40
	Lilac Domino (Mu)F	Michael Bartlett-June Knight	95	Select	b12/14/40
	Mad Youth (D)A	Mary Ainslee-Betty Compson	60	Atlas	b5/25/40
	Merry Wives (Czech) (H-D)A	Czech cast	80	Lloyd	b2/1/41
	Murder in the Night (D)A	Jack LaRue-Sandra Storme	58	Film All	b7/20/40
	Overnight (D)F	Robert Donat-Pearl Argyle	66	Mundus	b6/8/40
	Torso Murder Mystery (My)A	Bruce Cabot-Marta Labarr	70	Ziehm	b10/19/40

a—Before Date of Issue Indicates Advance Dope; b—Box Office Slant. Initial Before Release Indicates Audience Suitability: (F) Family. (A) Adults.

Key: Letters and combinations of them symbolize type of picture: (A) Action; (B) Biographical; (C) Comedy; (D) Drama; (Doc) Documentary; (F) Farce; (Fa) Fantasy; (G) Gangster; (H) Horror; (M) Musical; (My) Mystery; (O) Operetta; (P) Period; (S) Society; (T) Travel.

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

Shorts Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Doughnuts	Shirley Temple	19	Reissued
Managed Money	Shirley Temple	20	Reissued
Merrily Yours	Shirley Temple	20	Reissued
Mother, The		10	Net Rev.
Pardon My Pups	Shirley Temple	19	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1939-40

ALL STAR COMEDIES (18)

All American Blondes	Fair	17	11/11/39
Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
Awful Goof		19	Not Rev.
Boobs in the Woods	Funny	16	6/15/40
Fireman Save My Choo Choo	Blah	17	8/31/40
Glove Slingers	Good Slapstick	18	1/ 6/40
Heckler	Fairly Funny	18	2/24/40
His Bridal Fright		18	Not Rev.
Mr. Clyde Goes to Broadway		18	Not Rev.
Money Squawks		18	Not Rev.
Nothing But Pleasure	Amusing	18	2/17/40
Pardon My Berth Marks	Filler	18	3/16/40
Skinny the Moocher	Funny	16½	9/ 2/39
South of the Boudoir	Good Slapstick	18½	6/15/40
Static In the Attic	Funny	20	9/ 2/39
Taming of the Snood		18	Not Rev.
Teacher's Pest	Fairly Funny	18	8/12/39
You're Next	Poor	18	6/15/40

CINESCOPES (6)

Berth of a Queen	Interesting	11	4/20/40
Fashion Takes a Holiday	Feminine Appeal	11	3/16/40
Odd Vocations		10	Not Rev.
Squadron 992		8½	Not Rev.
Threads of a Nation	Interesting	11	2/24/40
World of 1960	Interesting	10	1/ 6/40

COLUMBIA TOURS (6)

Beautiful Switzerland	Average	10	12/30/39
Historic Cities of India		10	Not Rev.
Holland and the Zuyder Zee	Interesting	10	9/16/39
In the Land of the Pagodas		10	Not Rev.
Life in Paris		10	Not Rev.
New Hampshire	Good Travel Film	11	3/16/40
Pleasurebound in Canada		10	Not Rev.
Unveiling Algeria	Fair	10	4/20/40

COLOR RHAPSODIES (16) (Tech.)

Blackboard Review		7	Not Rev.
Boy, a Gun and Birds	Fair	7	1/ 6/40
Crop Chasers	Good	7½	10/14/39
Dreams On Ice	Cute	7	10/14/39
Egg Hunt	Cute	7½	6/15/40
Greyhound and the Rabbit	Filler	7	4/20/40
Happy Tots' Expedition		6½	Not Rev.
Jitterbug Knights	Fair	7	9/ 9/39
Mother Goose In Swing-Time		7	Not Rev.
Mountain Ears	Cute	7	10/14/39
Timid Pup	Too Tame	7	8/31/40
Ye Olde Swap Shoppe		7	Not Rev.

COMMUNITY SINGS (10)

College Songs		10	Not Rev.
Crosby Hit Songs		9	Not Rev.
Gypsy Songs	Very Good	10	2/17/40
Medley of Hits		10	Not Rev.
Old Time Songs		9½	Not Rev.
Stephen Foster Songs		10	Not Rev.
Topical Songs		10	Not Rev.

FABLES CARTOONS (6)

Barnyard Babies		6	Not Rev.
Little Lost Sheep	Fair	7	9/16/39
Park Your Baby	Average	7	2/24/40
Peep in the Deep	Routine	7	8/31/40
Pooch Parade		7	Not Rev.
Practice Makes Perfect	Dull	6	4/20/40

FOOLS WHO MADE HISTORY (6)

Story of Charles Goodyear	Excellent	10	10/21/39
Story of Elias Howe	Excellent	11	9/16/39

HAPPY HOUR

Book of Books	Outstanding	10	11/18/39
Building of Boys	Noteworthy	10	10/21/39

MOMENTS OF COMEDY (6)

PALS AND PETS (6)

PHANTASIES CARTOONS (10)

Charm Bracelet		6½	Not Rev.
Fish Follies		6	Not Rev.
Man of Tin		7	Not Rev.
Millionaire Hobo		6½	Not Rev.
Mouse Exterminator	Fair	6½	1/27/39
News Oddities		6½	Not Rev.

SCREEN SNAPSHOTS (12)

No. 1 Art of Make-up	Very Good	10	10/14/39
No. 2 Training Animal Stars	Above Average	10	11/11/39
No. 3 Novelty Parties		10	Not Rev.
No. 4 Trip Thru Studios		10	Not Rev.
No. 5 Art In Hollywood	Fan Appeal	11	3/16/40
No. 6 Hollywood Recreations	Good	10	4/20/40
No. 7 Wardrobe Designers		10	Not Rev.
No. 8 Cowboy Jubilee		10	Not Rev.
No. 9 Ken Murray	Just Fair	10	7/29/40
No. 10 Jack Oakie	So So	9	8/31/40

COLUMBIA 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of

STOOGE COMEDIES (8)

A Plumbing We Will Go		18	Not Rev.
Calling All Curs	Good Slapstick	18	8/12/39
How High Is Up	Grand Slams	16	7/20/40
Nutty But Nice		17	Not Rev.
Oily To Bed, Oily To Rise	Swell Slapstick	18	9/16/39
Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
Three Sappy People		18½	Not Rev.
You Nazty Spy!	Swell Satire	18	2/10/40

WASHINGTON PARADE (6)

Archives		11	Not Rev.
Inside the F.B.I.		11	Not Rev.
Our National Defense		10	Not Rev.
Smithsonian Institution	Exceptional	11	11/11/39
Social Security	Interesting	11	6/15/40
U. S. Treasury	Excellent	10	2/10/40

WORLD OF SPORTS (12)

Bows and Arrows	Very Good	10	10/21/39
Canvass Capers		10	Not Rev.
Fishing In Hawaii		11	Not Rev.
Flying Targets	For Sportsmen	10	3/16/40
Jai Alai	Good	9	12/30/39
Rough House Fiesta		10	Not Rev.
Saving Strokes With Sam Snead		10	Not Rev.
Skiing Technique		10	Not Rev.
Sport of Kings	Satisfactory	10	6/15/40
Tomorrow's Stars	Good	10	4/27/40

1940-41

ALL STAR COMEDIES (18)

Blondes and Blunders	Silly	16	11/30/40
Bundle of Bliss		17	Not Rev.
Cold Turkey		18	10/12/40
Fresh As A Freshman	Poor	16	3/ 8/41
His Ex Marks the Spot	Funny	18	1/11/41
Pleased to Mitt You		18	Not Rev.
So You Won't Squawk		16	Not Rev.
Snook Speaks	Fairly Amusing	18	10/12/40
Watchman Takes a Wife	Fairly Amusing	16	1/25/41
Yumpin' Yiminy		16	Not Rev.

CINESCOPES (10)

Feathers	Very Good	9	3/ 1/41
Floating Elephants	Timely and Good	8	10/12/40
Hobby Lobby	Excellent	12	9/21/40
Movie Magic		9	Not Rev.
Nice Work, If you Can Do It	Fair	10	11/23/40
Unusual Crafts	Interesting	9	1/25/41

COLOR RHAPSODIES (16) (Tech.)

Helping Paw	Amusing	7	2/ 1/41
Land of Fun		7	Not Rev.
Mad Hatter		7	Not Rev.
Mr. Elephant Goes to Town		8	Not Rev.
Tangled Television	Good	7½	10/12/40
Way of All Pests		7	Not Rev.
Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

Beautiful British Columbia		10	Not Rev.
From Singapore to Hongkong	Timely	10	3/15/41
Historic Virginia		11	Not Rev.
Islands of the West Indies	Satisfactory	10	11/23/40
Old and New Arizona		10	Not Rev.
Savoy in the Alps	Poor Timing	11	11/23/40
Sojourn in Havana	Interesting	9	11/30/40
Western Wonderland		10	Not Rev.

COMMUNITY SINGS (10)

Fun With Songs	Fair	10	3/15/41
Gay Tunes		10	Not Rev.
Jolly Tunes		9	Not Rev.
Melodies That Linger		10	Not Rev.
Popular Love Songs	Depends	9	11/23/40
Songs With Harmony		10	Not Rev.

FABLES CARTOONS (8)

Farmer Tom Thumb	Good	7	10/12/40
It Happened to Crusoe		6	Not Rev.
Mouse Meets Lion	Poor	6	11/23/40
Paunch and Judy	Average	6	1/25/41
Streamlined Donkey	Cute	6	3/22/41

HOW'S YOUR I. Q. (6)

Junior I. Q. Parade		9½	Not Rev.
Take It Or Leave It (1)	Funny	11½	11/30/40
Take It Or Leave It (2)	Entertaining	11	2/ 1/41
Take It Or Leave It (3)		11	Not Rev.

INTERNATIONAL FORUM (6)

No. 1	Of Timely Interest	18	3/ 1/41

NEW YORK PARADE (6)

Abroad at Home		10	Not Rev.
Magic City	Well Done	10	1/25/41

PHANTASIES CARTOONS (8)

Happy Holidays		6	Not Rev.
Little Theatre		6	Not Rev.
Schoolboy Dreams	Cute	7	10/12/40
There's Music In Your Hair		7	Not Rev.

SCREEN SNAPSHOTS (12)

No. 1 (Ken Murray)		10	11/30/40
No. 2 (Don Wilson)	Very Good	10	11/23/40
No. 3 (Ken Murray)	One of the Best	9	Not Rev.
No. 4 (Ken Murray)		10	Not Rev.
No. 5 (Bob Hope)	Excellent	10	2/ 1/41
No. 6 (Larry Simms)	Good	10	3/22/41

STOOGE COMEDIES (8)

Boobs In Arms		18	Not Rev.
Cookoo Cavaliers	Silly	17	11/30/40
From Nurse to Worse	A Dud	17	8/31/40
No Census No Feeling		18	Not Rev.
So Long Mr. Chumps	Slapstick	20	3/22/41

COLUMBIA 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of

WASHINGTON PARADE (6)

The Mint		10	Not Rev.
U. S. Military Academy		10	Not Rev.
U. S. Naval Academy	Splendid	10	2/ 1/41

WORLD OF SPORTS (12)

Ali the Giant Killer	Very Good	9	1/25/41
Hunting Wild Deer	Fair	9	11/30/40
Ice Capers	Very Good	10	3/ 8/41
Master of Cue	For Billiard Fans	10	10/12/40
Splits, Spares and Strikes	For Bowlers	10	3/ 8/41

MGM 1939-40

CARTOONS (18) (Tech.)

Bookworm Turns	Average	8	7/27/40
Fishing Bear	Clever	8	2/ 3/40
Gallopin' Gals	Excellent	8	11/ 9/40
Homeless Flea	Cute	8	11/ 9/40
Home on the Range	Cute	9	3/ 3/40
Mad Maestro	Good	8	1/20/40
Milky Way	Cute	8	7/ 6/40
Papa Gets the Bird	Cute	8	9/28/40
Peace on Earth	Definitely a "Must"	8	12/ 9/39
Puss Gets the Boot	Good	9	3/ 9/40
Rainy Day		8	Not Rev.
Romeo in Rhythm	Misses Fire	8	9/ 7/40
Swing Social	Clever	8	6/ 1/40
Tom Turkey and His Harmonica Humdinger	Fair	7	7/27/40

CRIME DOESN'T PAY (6)

Buyer Beware	Excellent	20	9/ 7/40
Jack Pot	One of the Best	19	3/30/40
Know Your Money	Excellent	21	2/ 3/40
Pound Foolish	Excellent	20	1/20/40
Soak the Old	Very Good	20	9/28/40
Women in Hiding	Excellent	22	7/ 6/40

METROSCOPIX (1)

Third Dimensional Murder	Great	7	3/ 1/41

CAREY WILSON MINIATURES (9)

Ashcan Fleet	Excellent	11	10/ 7/39
Door Will Open	Unusual	11	3/30/40
Failure at Fifty	Excellent	10	10/28/39
Mendelssohn's Wedding March	For Romanticists	11	11/25/39
Miracle at Lourdes	Excellent	11	1/20/40
Old South	Interesting	10	2/ 3/40
Rumba Rhythm	Entertaining	10	9/ 2/39
Servant of Mankind	A Trailer	9	6/ 1/40
Where Turf Meets Surf	Fair	10	2/ 3/40

OUR GANG (8)

Alfalfa's Double	Chucklesome	11	2/ 3/40
All About Hash	Fair	11	6/ 1/40
Big Premiere	Poor	10	3/30/40
Bubbling Troubles	Has Laughs	11	7/ 6/40
Captain Spanky's Showboat	Funny	10	10/14/39
Dad For a Day	Good	11	11/25/39
New Pupil	Poor	11	4/27/40
Time Out for Lessons	Fair	11	12/23/39

JOHN NESBITT PASSING PARADE (8)

Baron and the Rose	Excellent	11	9/28/40
Dreams	Interesting	10	12/ 7/40
Forgotten Victory	Interesting	9	12/30/39
Hidden Master	Fair	10	4/27/40
Trifles of Importance	Very Good	10	7/27/40
Utopia of Death	Interesting	10	11/ 9/40
Way in the Wilderness	Fine	10	7/ 6/40
XXX Medico	Excellent	10	4/27/40

PETE SMITH SPECIALTIES (13)

Cat College	Excellent	10	7/27/40
Domineering Male	Excellent	10	3/30/40
Football Thrills of 1939	For Grid Fans	10	9/28/40
Let's Talk Turkey	Swell	10	11/25/39
Maintain the Right	Very Good	10	1/20/40
Please Answer	Very Good	9	9/ 7/40
Romance of the Potato	Good	9	12/23/39
Ski Birds	Excellent	8	11/25/39
Social Sea Lions	Novel	9	7/27/40
Spots Before Your Eyes	Excellent	10	6/ 1/40
Stuffie	Swell	11	3/ 9/40
What's Your I.Q.?	Good	7½	3/ 9/40
What's Your I.Q.? No. 2	Good	9	7/ 6/40

ROBERT BENCHLEY (4)

Day of Rest	Funny	10	10/28/39
Home Movies	A Howl	9	3/ 9/40
See Your Doctor	Very Funny	8	12/23/39
That Inferior Feeling	Excellent	10	1/20/40

SPECIAL SUBJECTS

Flags Speaks	A Must	19	5/ 4/40
Northward Ho!	A Trailer	9	3/ 9/40

FITZPATRICK TRAVELTALKS (12) (Tech.)

Calling on Colombia	Standard	8	4/27/40
Day on Treasure Island	Colorful	10	9/ 9/39
Land of Alaska Nellie	Good	10	1/27/40
Modern New Orleans	Interesting	9	6/ 1/40
Natural Wonders of Washington State	Okay	10	10/28/39
Night Descends on Treasure Island	Fair	9	3/ 9/40
Old Natchez	Good	9	2/ 3/40
Quaint St. Augustine	Charming	9	11/25/39
Seattle, Gateway to the Northwest	Standard	9	3/30/40
Sitka and Juneau	Interesting	9	4/27/40
Suva, Pride of Fiji	Pleasing	9	6/ 1/40
Valiant Venezuela	Standard	9	12/23/39

MGM 1940-41

	Comment	Running Time	Reviewed Issue Of
CARTOONS (18) (Tech.)			
Abdul the Bul-Bul Ameer		8	Not Rev.
Lonesome Stranger	Excellent	9	12/ 7/40
Mrs. Ladybug	Excellent	8	1/ 4/41
CRIME DOESN'T PAY (6)			
Eyes of the Navy	Excellent	22	10/19/40
Forbidden Passage	Tops	21	3/ 1/41
Respect the Law	Very Good	20	2/ 1/41
You the People	Excellent	21	1/ 4/41
MINIATURES (10)			
Great Meddler	Very Good	10	1/ 4/41
Happiest Man on Earth	Unusual	10	2/ 1/41
More About Nostradamus	Timely	11	2/22/41
Rodeo Dough	Very Good	10	12/ 7/40
OUR GANG (9)			
Baby Blues		10	Not Rev.
Fightin' Fools	Good Fun	10	2/ 1/41
Goin' Fishin'	Standard	10	11/ 9/40
Good Bad Boys	Good	11	9/ 7/40
Kiddie Cure	Good Gang	11	12/ 7/40
Waldo's Last Stand	Flimsy	10	11/ 9/40
PASSING PARADE (9)			
American Spoken Here	Excellent	10	12/ 7/40
Whispers	Excellent	10	2/22/41
PETE SMITH SPECIALTIES (14)			
Penny to the Rescue	Excellent	10	2/ 1/41
Quicker'n a Wink	Excellent	10	11/ 9/40
Quiz Biz	Entertaining	10	2/22/41
Sea For Yourself	Holds Interest	10	1/ 4/41
Wedding Bills	Very Good	10	12/ 7/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
Alluring Alaska		10	Not Rev.
Beautiful Bali	As Usual	10	12/ 7/40
Capital City	Fair	9	9/ 7/40
Cavalcade of San Francisco	Too Late	9	9/28/40
Glimpses of Kentucky		10	Not Rev.
Glimpses of Washington State		10	Not Rev.
Haiti, Land of Dark Majesty		10	Not Rev.
Mediterranean Ports of Call	Out-dated	10	2/ 1/41
Old New Mexico	Fair	10	11/ 9/40
Old New Orleans	As Usual	10	1/ 4/41
Red Men on Parade	Fair	10	3/ 1/41
Yosemite the Magnificent		10	Not Rev.

PARAMOUNT 1939-40

	Comment	Running Time	Reviewed Issue Of
COLOR CLASSICS (6) (Tech.)			
Ants in the Plants	Good	7	3/23/40
Fresh Vegetables Mystery	Clever	7	10/21/39
Snubbed by a Snob	Cute	7	5/18/40
Kick in Time	Good	7	2/24/40
Little Lambkin	Cute	7	8/17/40
You Can't Shoo a Horsefly	Cute	7	8/24/40
COLOR CRUISES (7)			
Argentina		10	Not Rev.
Chile	Fair Travelogue	10	12/16/39
Cuba		10	Not Rev.
Ecuador	Fair	10	9/16/39
Isle of Columbus		10	Not Rev.
Pacific Paradise	Interesting	10	7/13/40
Peru	Average	10	10/21/39
HEADLINERS (10)			
Artie Shaw's Class in Swing	For Swing Fans Only	10	8/26/39
Blue Barron & Orch	Good	10	6/ 8/40
Frankie Masters and His Orchestra	Entertaining	11	1/20/40
Have You Met Yvette?	Good	10	5/ 4/40
Here's Hal	Average Band Number	10	12/16/39
Jimmy Dorsey & Orch	Snappy	10	2/24/40
Moments of Charm of 1940	Very Good	11	11/ 4/39
George Olsen and His Music	Peppy	10	3/23/40
Ted Flo Rito & Orch	Good	11	11/11/39
Pinky Tomlin & Orch	Entertaining	11	8/17/40
PARAGRAPHICS (10)			
Bits of Life	Misses Fire	11	12/16/39
Busy Little Bears	Splendid	10	11/11/39
Dangerous Dollars	Informative	11	7/13/40
Not So Dumb	Excellent	10	3/23/40
Pictorial	Interesting	10	2/24/40
Pictorial No. 2	Satisfactory Filler	10	8/24/40
Public Hobby No. 1	Stamp-endous	10	9/ 2/39
Sugar Wind	Good	10	2/ 3/40
Television Preview	Interesting	10	5/18/40
Touchdown Review	Good Resume	10	1/27/40
POPEYE (12)			
Doing Impossikible Stunts	Good	7	8/17/40
Females Is Fickle	Good	7	3/23/40
Fightin' Pals		7	Not Rev.
Me Feelin's Is Hurt	Fair	7	5/ 4/40
Never Sock a Baby	Good	6	11/18/39
Nurse Mates	Fair	7	7/13/40
Onion Pacific	Satisfactory	7	6/ 8/40
Puttin' On the Act	Poor	7	8/24/40
Shakespearian Spinach	Funny	7	2/ 3/40
Stealin' Ain't Honest	Average	7	5/ 4/40
Wimmin Hadn't Oughta Drive	Excellent	7	8/24/40
Women Is a Myskery	Funny	7	6/ 8/40
POPULAR SCIENCE (6)			
No. 1	Very Good	10	9/23/39
No. 2	Very Interesting	10	11/25/39
No. 3	Interesting	10	1/27/40
No. 4	Exceptionally Interest'g	10	2/24/40
No. 5	Very Good	10	5/ 4/40
No. 6	Good	11	7/13/40

PARAMOUNT 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
SPORTLIGHTS (13)			
Aqua-Rhythm	Good	10	11/18/39
Blue Streak	Excellent	10	5/ 4/40
Bowling Skill	Very Good	10	2/ 3/40
Catching Whoppers	Thrilling	10	9/23/39
Cradle of Champions	Excellent	10	6/15/40
Dog Is Born	Excellent	10	11/ 4/39
Desert Adventure	Excellent	10	9/23/39
Human Fish	Excellent	10	2/24/40
Hydro-Maniacs	Exciting	10	8/26/39
Judo Experts	Excellent	10	1/20/40
Playmates of the Wild	Unique	10	5/18/40
Sink or Swim	Very Good	10	7/13/40
Two of a Kind	Fine	10	3/23/40
STONE AGE CARTOONS (12)			
Foul Ball Player	Fair	7	6/ 8/40
Fulla Bluff Man	Fair	7	8/24/40
Granite Hotel	Good	7	5/18/40
Springtime in the Rockage		7	Not Rev.
Ugly Dino	Cute	7	7/13/40
Pedagological Institution		7	Not Rev.
Way Back When a Nag Was Only a Horse	Okay	7	3/23/40
Way Back When a Night Club Was a Stick		7	Not Rev.
Way Back When a Razzberry Was a Frult	Fair	7	8/16/40
Way Back When a Triangle Had Its Points	Fair	7	2/24/40
Way Back When Women Had Their Weigh		7	Not Rev.
Wedding Belts		7	Not Rev.
SYMPHONIC (3)			
Blue Danube Waltz	Glorious Music	10	10/21/39
Merry Wives of Windsor	For Music Lovers	9	11/11/39
William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	11	10/14/39
No. 2	Fairly Interesting	11	12/16/39
No. 3	Good	11	2/ 3/40
No. 4	Interesting	10	5/ 4/40
No. 5	Good	10	5/18/40
No. 6	Interesting	10	8/16/40

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	Comment	Running Time	Reviewed Issue Of
ANIMATED ANTICS (10)			
Bring Himself Back Alive	Good	7	12/21/40
Dandy Lion	Poor	7	10/ 5/40
Mommy Loves Poppy	Average	7	11/23/40
Sneak, Snoop and Snitch	Fair	7	11/23/40
Speaking of Animals	Excellent	9	3/15/41
Wild Oysters	Unusual	7	2/15/41
FASCINATING JOURNEYS (6) (Tech.)			
River Thames—Yesterday	Beautiful	10	11/23/40
Sacred Ganges	Dull	10	1/25/41
Village in India	Fair	10	2/22/41
GABBY CARTOONS (8) (Tech.)			
All's Well	Silly	7	1/18/41
Constable	Satisfactory	7	11/23/40
King For a Day	Fair	7	10/26/40
Two for the Zoo	Good	7	2/15/41
HEADLINERS (8)			
Gene Krupa & Orch	For Jitterbugs	10	2/22/41
Listen to Larry	Satisfactory	10	11/ 2/40
Johnnie Messner & Orch	Fair	11	12/21/40
Moments of Charm of 1941 (Tech.)	Pretty	10	10/ 5/40
MADCAP MODELS (6) (Tech.)			
Dipsy Gipsy		9	Not Rev.
Western Daze	Novel	9	1/11/41
PARAGRAPHICS (6)			
Breezy Little Bears	Excellent	10	1/18/41
Nature's Nursery	Excellent	10	11/ 2/40
Quiz Kids		10	Not Rev.
Red, White and Blue Hawaii	Fair	11	3/22/41
Seeing Is Believing	Fair	11	12/ 7/40
POPEYE (12)			
Eugene, the Jeep	Funny	7	12/ 7/40
My Pop, My Pop	Amusing	7	11/ 2/40
Popeye Meets William Tell	Funny	7	10/ 5/40
Problem Pappy	Fair	7	1/25/41
Quiet Pleeze	Very Good	7	3/22/41
With Poopdeck Pappy	Entertaining	7	12/ 7/40
POPULAR SCIENCE (6)			
No. 1	Good	10	10/ 5/40
No. 2	Interesting	10	11/23/40
No. 3	Interesting	10	12/21/40
No. 4	Usual	10	3/22/41
ROBERT BENCHLEY (4)			
Trouble With Husbands	Great Fun	11	11/16/40
Waiting For Baby	A Howl	10	2/22/41
SPECIAL CARTOON (1) (Tech.)			
Raggedy Ann	Very Good	19	12/21/40
SPORTLIGHTS (13)			
Acrobatic Aces	Excellent	10	1/25/41
Canine Sketches	Fine	10	3/22/41
Diving Demons	Beautiful Diving	10	10/ 5/40
Feminine Fitness	Very Good	10	12/21/40
Fishing Fever	Appealing	10	3/22/41
Marine Round-up	Excellent	10	12/ 7/40
Motorcycle Stunting	Thrills Aplenty	10	11/23/40
Sporting Everglades	Very Good	10	10/26/40
UNUSUAL OCCUPATIONS (6)			
No. 1	Good	10	10/ 5/40
No. 2	Interesting	10	12/ 7/40
No. 3	Good	10	2/15/41

RKO-RADIO 1939-40

	Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
Bill Poster	Very Good	8	5/25/40
Bone Trouble		9	Not Rev.
Donald's Dog Laundry	Very Funny	8	5/25/40
Donald's Vacation	A Scream	8	8/10/40
Fire Chief	Good	8	12/14/40
Goofy's Glider	Excellent	8	12/14/40
Little Whirlwind		8	Not Rev.
Mr. Duck Steps Out	Swell	8	5/25/40
Mr. Mouse Takes a Trip	Excellent	8	11/16/40
Officer Duck	A Scream	8	9/16/39
Pantry Pirate	Very Good	8	2/ 1/41
Pluto's Dream House	Excellent	8	9/14/40
Pluto's Playmate	Excellent	8	3/ 1/41
Put-Put Troubles		7	Not Rev.
Riveters	A Howl	7	5/25/40
Timber	A Howl	8	3/ 1/41
Tugboat Mickey	Excellent	8	5/25/40
Window Cleaners	A Scream	8	10/19/40
EDGAR KENNEDY (6)			
Act Your Age	Extremely Funny	18	10/ 7/39
Kennedy the Great		19	Not Rev.
Mutiny in the County		17	Not Rev.
Slightly at Sea		16	Not Rev.
'Taint Legal		16	Not Rev.
INFORMATION PLEASE (13)			
No. 1 (Rex Stout)	Like Radio Program	11	9/30/39
No. 2 (Gene Tunney)	Entertaining	10	10/28/39
No. 3 (C. B. Kelland)	Entertaining	10	11/18/39
No. 4 (Deems Taylor)	Very Good	11	12/23/39
No. 5 (Chris. Morley)	Good	11	2/10/40
No. 6 (Gene Tunney)	Very Good	10	2/17/40
No. 7 (C. B. Kelland)	Entertaining	11	4/ 6/40
No. 8 (Ruth Gordon)	Excellent	10	4/13/40
No. 9 (Elmer Davis)	Excellent	11	4/27/40
No. 10 (Deems Taylor)	Good	11	6/15/40
No. 11 (Chris. Morley)	Entertaining	11	6/15/40
No. 12 (Wendell Willkie)	Willkie Appeal	10	7/13/40
No. 13 (Elmer Davis)	Amusing	9	8/10/40
LEON ERROL (6)			
Bested By a Beard		20	Not Rev.
Scrappily Married		20	Not Rev.
Truth Aches		19	Not Rev.
Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)			
Canada at War	Interesting	18	3/ 9/40
America's Youth—1940	Satisfactory	19	4/13/40
Philippines	Interesting	19	5/11/40
U. S. Navy	Good	19	6/ 8/40
Spoils of Conquest	Good	17	8/10/40
Gateway to Panama	Okay	20	8/24/40
RADIO FLASH (8)			
Blamed For a Blonde	Very Funny	19	10/ 7/39
Chicken Feed		18	Not Rev.
Coat Tales		18	Not Rev.
Goodness a Ghost		16	Not Rev.
Twincuplets		20	Not Rev.
RAY WHITLEY (8)			
Bandits and Ballads		17	Not Rev.
Coralling a School Marm	Good	20	8/10/40
Cupid Rides the Range	Very Good	18	9/16/39
Molly Cures a Cowboy		19	Not Rev.
REELISMS (13)			
Acres of Plenty	Very Good	9	11/ 4/39
Air Army	Timely	9	4/27/40
American Royal	Excellent	9	11/18/39
Hats		9	Not Rev.
Men of Muscle	Good	9	2/10/40
Navajoland	Very Good	10	2/10/40
Nevada Unlimited	Interesting	9	9/30/39
Siege	Startling	10	2/10/40
Stray Lamb	Unusual	8	6/15/40
Streamlined	Excellent	9	8/10/40
Vacation Diary	Exhilarating	10	2/17/40
Week End		9	Not Rev.
West Wall	Informative	10	12/23/39
SPORTSCOPES (13)			
Aquapoise	Swell	9	2/10/40
Arrow Points	Good Archery	8	9/14/40
Court Favorites	Interesting	10	4/27/40
Flycasting	Interesting	9	4/ 6/40
Gun Play	Fair	9	9/30/39
Hunting Hounds	Very Interesting	9	11/ 4/39
Hurdle Hoppers	Splendid	9	6/15/40
Ice Cutters	Good	9	11/ 4/39
Pennant Chasers	For Baseball Fans	9	4/ 6/40
Silent Wings	Interesting	10	6/15/40
Sky Game	Excellent	9	12/23/39
Trouble Shooter	For Golfers	9	9/14/40
Winter Playground	Splendid	9	12/ 9/39

1940-41

	Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
Golden Eggs		8	Not Rev.
EDGAR KENNEDY (6)			
Drafted in the Depot		19	Not Rev.
Mad About Moonshine	Fair	18	3/ 1/41
Sunk by the Census	Funny	18	9/14/40
Trailer Tragedy	Funny	17	10/19/40
INFORMATION PLEASE (13)			
No. 1 (Anna Neagle)	Excellent	11	9/14/40
No. 2 (Ruth Gordon)	Good	10	10/19/40
No. 3 (Alice Marble)	Swell As Usual	10	11/16/40
No. 4 (Louis Bromfield)	Excellent	11	12/14/40
No. 5 (Wendell Willkie)	Good	10	2/ 1/41
No. 6 (Jan Struther)	Excellent	11	3/ 1/41

RKO-RADIO 1940-41 (Cont.)

	Comment	Running Time	Reviewed Issue Of
LEON ERROL (6)			
Fired Man	Mildly Amusing	20	2/ 1/41
He Asked for It	Very Funny	18	9/14/40
Tattle Television	Funny	19	11/16/40
MARCH OF TIME (13)			
un Foreign Newsfronts	Fair	19	9/21/40
Britain's R.A.F.	Very Informative	18	10/ 5/40
Mexico	Timely and Informative	19	10/26/40
Arms and the Men—U.S.A.	Timely	19	11/23/40
Labor and Defense—1941	Excellent	19	12/21/40
Uncle Sam—Non-Belligerent	Excellent	19	1/18/41
Americans All	Good	18	2/15/41
Australia at War	Timely	18	3/15/41
RAY WHITLEY (4)			
Bar Buckaroos	Good	16	11/16/40
Prairie Spooners	Very Good	13	3/ 1/41
PICTURE PEOPLE (13)			
No. 1	Interesting	10	9/14/40
No. 2	Good	9	10/19/40
No. 3	Night Club Plug	10	11/16/40
No. 4	Good	10	12/14/40
No. 5	Fair	10	2/ 1/41
No. 6	Fair	10	3/ 1/41
SPECIAL SUBJECT			
Growing Up (Quins) 18..	Wide Appeal	18	12/14/40
SOUTH AMERICA (3)			
Eyes on Brazil	Very Interesting	10	3/ 1/41
SPORTSCOPES (13)			
Caballero College	Fair	9	3/ 1/41
Kentucky Royalty	For Horse Lovers	9	10/19/40
Mat Men	Good	9	3/ 1/41
Quail Quest	Good	9	9/14/40
Snow Eagles	Excellent	9	2/ 1/41
Snow Fun	Exhilarating	9	12/14/40
Sportsman's Partner	For Dog Lovers	9	11/16/40

REPUBLIC

MEET THE STARS (12)			
Baby Stars	Excellent	10	2/ 1/41
Chinese Garden Festival	Good Starter	10	12/21/40
Variety Reel	Interesting	10	3/ 1/41

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ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Conquering the Colorado	Exciting	11	8/19/39
Filming the Fleet	Exceptional	10	9/23/39
Sky Fighters	Excellent	10	12/ 9/39
Sanctuary of Seals	Unique	10	6/ 8/40
DRIBBLE PUSS PARADE—LEW LEHR (6)			
Cheerio My Dears		9	Not Rev.
Labor Savers	Amusing	9	3/30/40
Monkeys Is the Cwaziest People	Riot of Laughs	10	9/30/39
Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)			
For Going Places	Natural For Women	10	9/23/39
For Outdoors	Excellent	10	3/30/40
For Play Hours	Excellent	10	2/24/40
No. 8		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)			
Aghileen Pinnacles	Excellent	11	10/14/39
Birthplace of Icebergs	Remarkable	11	8/19/39
Climbing the Spirit's Home	Interesting	10	3/30/40
Evergreen Empire	Interesting	10	9/23/39
Flying Stewardess		10	Not Rev.
Isles of the East	Excellent	9	6/ 1/40
Kangaroo Country	Interesting	10	12/ 9/39
Valley of 10,000 Smokes	Fascinating	10	12/ 9/39
SPORTS REVIEWS—THORGERSEN (6)			
Action on Ice		10	Not Rev.
Big Game Fishing	Exciting	10	9/16/39
Clocking the Jockeys	Interesting	11	10/14/39
Following the Hounds	Outstanding (Tech.)	10	2/24/40
Over the Seven Seas	Fine	10	3/30/40
Top Notch Tennis	Good	10	2/24/40
TERRYTOONS (26) (10 in Tech.)			
All's Well That Ends Well	Fair	7	4/ 6/40
Catnip Capers	Good	7	6/ 8/40
Dog in a Mansion	Good	7	2/24/40
Edgar Runs Again	Very Good	7	2/24/40
First Robin (Tech.)		7	Not Rev.
Golden West	Clever	7	8/19/39
Hare and Hounds		7	Not Rev.
Harvest Time	Clever	7	2/24/40
Hitch-Hiker		7	Not Rev.
Hook, Line and Sinker (Tech.)		7	Not Rev.
Ice Pond		7	Not Rev.
It Must Be Love		7	Not Rev.
Just a Little Bull (Tech.)		7	Not Rev.
Love in a Cottage		7	Not Rev.
Much Ado About Nothing	Good	7	4/ 6/40
One Mouse in a Million	Fair	7	12/ 9/39
Orphan Duck (Tech.)	Diverting	7	10/14/39
Professor Offkeyski	Good	7	6/ 1/40
Rover's Rescue		7	Not Rev.
Rupert the Runt		7	Not Rev.
Sheep in the Meadow	Satisfactory	7	10/14/39
Swiss Ski Yodelers	Clever	7	6/ 1/40
Two Headed Giant (Tech.)	Good	7	8/19/39
Watch Dog		7	Not Rev.
Wicky Wacky Romance	Very Good	7	12/ 9/39
Wot's All the Shootin' Far		7	Not Rev.

20th CENTURY-FOX 1940-41

	Comment	Running Time	Reviewed Issue Of
ADVENTURES OF A NEWSREEL CAMERAMAN (4)			
Midget Motor Mania	Unusual	10	10/12/40
Modern Highway	Good	10	3/ 1/41
Training Police Horses	Excellent	10	2/ 8/41
FASHION FORECASTS (4) (Tech.) ANNOUNCED—NOT MADE			
LEW LEHR COMEDIES (4)			
Grunters and Groaners	Tiresome	10	8/10/40
Tale of Butch the Parrot		10	Not Rev.
MAGIC CARPET OF MOVIETONE (8)			
Eskimo Trails	Enlightening	10	8/10/40
Isle of Mystery		10	Not Rev.
Land of Flowers (Tech.)	Colorful	9	8/10/40
Old Dominion State	Very Good (Tech.)	10	11/30/40
Spotlight on Indo-China		16	Not Rev.
RIPLEY'S BELIEVE IT OR NOT (4)			
Acquitted by the Sea	Excellent	10	10/12/40
SPORTS REVIEWS—THORGERSEN (6) (3 in Tech.)			
Bowling for Strikes	Great for Bowlers	10	10/12/40
Lure of the Trout (Tech.)	For Fly Casters	10	11/30/40
Rodeo Goes to Town	Good	10	2/ 8/41
Symphony in Snow		10	Not Rev.
Vacation Time (Tech.)	OK	8	8/10/40
TERRYTOONS (26) (13 in Tech.)			
Bill Mouse's Akwakade (Tech.)	Excellent	7	8/10/40
Club Life in the Stone Age		7	Not Rev.
Hairless Hector		7	Not Rev.
Happy Haunting Grounds		7	Not Rev.
Home Guard (Tech.)		7	Not Rev.
How Wet Was My Ocean (Tech.)	Excellent	7	10/12/40
Landing of the Pilgrims (Tech.)	Good Now	7	11/30/40
Lucky Duck (Tech.)		7	Not Rev.
Mississippi Swing (Tech.)	Rhythmic	7	2/ 8/41
Magic Pencil	Poor	7	12/ 7/40
Plane Goofy (Tech.)	Fair	7	12/ 7/40
Snow Man		7	Not Rev.
Temperamental Lion (Tech.)	Amusing	7	2/15/41
Touchdown Demons	Amusing	7	10/ 5/40
What a Little Sneeze Will Do	Good	7	2/15/41
When Knights Were Bold		7	Not Rev.

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CARTUNES (13) WALTER LANTZ (Tech.)			
A-Haunting We Will Go	Pretty Good	7	7/15/39
Andy Panda Goes Fishing	Fair	9	2/10/40
Kittens' Mittens	Good	9	2/24/40
Life Begins For Andy Panda	Amusing	9	9/30/39
100 Pygmies and Andy Panda	Good	7½	5/11/40
Scrambled Eggs	Cute	8	12/30/39
Sleeping Princess	Good Fun	7	12/ 2/39
Tom Thumb, Jr.	Cute	8	4/ 6/40
GOING PLACES (15)			
66—Man-Made Jungle		10	Not Rev.
67—In the Heart of Africa	Very Good	9	10/21/39
68—Funny Birds—Here and There	Excellent	9	10/21/39
69—Playground of the Antilles	Interesting	9	12/23/39
70—Delicacy on a Half Shell	Very Good	9	12/30/39
71—Strange American Animals	Interesting	9	2/10/40
72—Rhodesia	Good	9	4/ 6/40
73—Working on the Railroads — The Country Goes to the Dogs	Excellent	9	3/30/40
74—Barbados	Interesting	9	4/20/40
75—Death Valley	Fascinating	10	4/20/40
76—Pretzels—Goat Farms	Good	9	5/11/40
77—Parlor Buckaroos	Interesting	10	6/22/40
78—Curacao	Timely	9	6/22/40
79—Coast of Curiosities		9	Not Rev.
80—Down El Paso Way		10	Not Rev.
MUSICALS (13)			
Boy Meets Joy	Good Diversion	20	9/ 2/39
Bullets and Ballads	Good	18	2/17/40
Folies Parisienne	Just Fair	18	4/20/40
Honolulu Bound		18	Not Rev.
I Dream of Jeannie with the Light Brown Hair	Fair	17	9/21/40
International Revels	Okay Filler	18	4/ 6/40
Naughty Nineties	Pleasing	18	6/22/40
Rhythm Jamboree	Fair Vaudeville	18	2/10/40
Rhumba Land	Good Vaudeville	18½	12/ 2/39
Snow Follies	Light Fare	19	12/30/39
Swing Hotel	Diverting	17	10/21/39
Swingin' in the Barn	Rustic Rhythm	19	6/22/40
Varsity Vanities	Swing Session	18	8/ 3/40
SPECIAL SUBJECT (1)			
March of Freedom	Well Done	20	5/20/39
STRANGER THAN FICTION (15)			
No. 66	Very Good	10	9/23/39
No. 67	Good	10	10/21/39
No. 68	Interesting	9	10/21/39
No. 69	Good	9	12/23/39
No. 70	Average	9	12/23/39
No. 71	Good	9	2/ 3/40
No. 72	Average	9	4/ 6/40
No. 73	Interesting	9	4/ 6/40
No. 74	Good	9	4/20/40
No. 75	Good	9	4/20/40
No. 76	Good	9½	5/11/40
No. 77	Good	9	6/22/40
No. 78	Average	9	6/22/40
No. 79		9	Not Rev.
No. 80		9	Not Rev.

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	Comment	Running Time	Reviewed Issue Of
CARTOONS (13) (Tech.)			
Crazy House	Satisfactory	8	10/12/40
Fair Today	Good	7	2/15/41
Knock, Knock	Very Good	8	11/30/40
Mouse Trappers	Amusing	7	2/ 8/41
Recruiting Daze	Fair	8	11/ 2/40
Syncopated Sioux	Clever	7	12/28/40
GOING PLACES (15)			
81—Coast Guard	Interesting	10	9/21/40
82—Sun Valley	Good	10	10/12/40
83—Arizona	Interesting	10	10/12/40
84—Melting Pot of the Caribbean	Good	10	12/28/40
85—Hunting on Top of the World	Fascinating	9	12/28/40
86—South of the Border	Interesting	10	2/15/41
87—Swankiest Isle in the World	Interesting	10	3/15/41
88—Deserts of America	Very Good	10	3/22/41
MUSICALS—TWO REEL (13)			
Bagdad Daddy	Very Good	18	2/ 8/41
Beat Me Daddy-Eight to the Bar		17	Not Rev.
Class In Swing	Good Variety	16	10/12/40
Congamania	Latin Liveliness	20	11/30/40
Tickled Pinky	Rustic Rhythm	18	1/ 4/41
Torrid Tempos	Entertaining	18	11/30/40
SPECIAL SUBJECT (1)			
Swing with Bing	Excellent	18	4/13/40
STRANGER THAN FICTION (15)			
No. 81	Good	9	9/21/40
No. 82	Average	9	10/12/40
No. 83	Average	9	10/12/40
No. 84	Good	9	11/30/40
No. 85	Excellent	9	12/28/40
No. 86	Up to Par	9	2/ 8/41
No. 87		9	Not Rev.
No. 88		9	Not Rev.

VITAPHONE-WARNER BROS. 1939-40

BROADWAY BREVITIES (10)			
Alex in Wonderland		20	Not Rev.
Double or Nothing	Amusing	20	2/17/40
Ice Frolics	Entertaining	20	9/30/39
One for the Book	Entertaining	20	12/30/39
Public Jitterbug No. 1		18	Not Rev.
Remember When	Swell Entertainment	20	9/ 2/39
Slapsie Maxie's	Perfect Clowning	17	8/26/39
Spills for Thrills	Excellent	19	7/ 6/40
World's Fair Junior	Just Fair	20	11/ 4/39
Young America Flies	Excellent	22	7/27/40
COLOR PARADE (10)			
American Saddle Horses	Interesting	10	11/25/39
Famous Movie Dogs	Excellent	10	7/27/40
Gun Dog's Life	Sure to Please	10	5/18/40
Mechanix Illustrated #1	Good	10	9/ 2/39
Mechanix Illustrated #2		10	Not Rev.
Mechanix Illustrated #3	Interesting	10	2/17/40
Mechanix Illustrated #4	Interesting	10	6/15/40
Men Wanted	Interesting	10	4/13/40
New Horizons	Good	10	12/30/39
The Valley	Interesting	10	7/ 6/40
FEATURETS (Tech.) (8)			
Cinderella's Feller	Excellent	16	6/15/40
Monroe Doctrine	Excellent	16	10/28/39
Old Hickory	Outstanding	17	12/30/39
Pony Express Days	Excellent	19	7/ 6/40
Royal Rodeo	Entertaining	15	11/25/39
Service with the Colors	Sure-Fire	20	8/31/40
Singing Dude	Excellent	18	4/13/40
Teddy the Rough Rider	Excellent	19	2/17/40
LOONEY TUNES (16)			
Africa Squeaks	Hilarious	7	2/24/40
Ali Baba Bound		7	Not Rev.
Chewin' Bruin	Amusing	7	6/15/40
Film Fan	Excellent	7	1/ 6/40
Jeepers Creepers	Funny	7	10/ 7/39
Naughty Neighbors	Good	7	11/ 4/39
Patient Porky	Good Diversion	7	8/31/40
Pied Piper Porky	Good	7	11/25/39
Pilgrim Porky	Clever	7	4/13/40
Porky's Baseball Broadcast	Funny	7	7/ 6/40
Porky's Hotel	Good	7	9/ 2/39
Porky's Last Stand		7	Not Rev.
Porky's Pony Express		7	Not Rev.
Porky's Poor Fish		7	Not Rev.
Porky the Giant Killer		7	Not Rev.
Slap Happy Pappy		7	Not Rev.
You Ought to Be In Pictures	Novel	7	5/18/40
MELODY MASTERS (10)			
Dave Apollon	Average Musical	10	2/24/40
Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
Dipsy Doodler	Swingy	10	5/18/40
Woody Herman		10	Not Rev.
Vincent Lopez	Lively	10	9/23/39
Ozzie Nelson	Good	10	6/15/40
Romance in Rhythm	Satisfactory	10	4/13/40
Rubinoff and Orch	Good	10	11/ 4/39
Swing Styles	Good	10	8/26/39
Symphony of Swing	Satisfactory	10	12/ 2/39

VITAPHONE 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
MERRIE MELODIES (26) (Tech.)			
Bears' Tale		7	Not Rev.
Busy Bakers		7	Not Rev.
Ceiling Hero		7	Not Rev.
Circus Today	Clever	7	7/ 6/40
Confederate Honey		7	Not Rev.
Cross Country Detours	A Knockout	7	4/13/40
Curious Puppy		7	Not Rev.
Early Worm Gets the Bird		7	Not Rev.
Egg Collector		7	Not Rev.
Elmer's Candid Camera		7	Not Rev.
Fagin's Freshmen	Amusing	7	11/25/39
Fresh Fish	Swell	7	11/ 4/39
Gander at Mother Goose	Good	7	5/18/40
Ghost Wanted	Amusing	7	10/26/40
Good Egg		7	Not Rev.
Hardship of Miles Standish		7	Not Rev.
Land of the Midnight Fun	Superb	7	9/23/39
Little Blabbermouse	Amusing	7	8/ 3/40
Little Lion Hunter		7	Not Rev.
Mighty Hunters	Pleasing	7	2/17/40
Screwball Football	Swell Cartoon	7	12/30/39
Sioux Me	Clever	7	9/ 9/39
Sniffles and Bookworm	Cute	7	2/24/40
Sniffles Takes a Trip		7	Not Rev.
Tom Thumb in Trouble	Cute	7	6/15/40
Wild Hare		7	Not Rev.
SPECIAL RELEASE			
Cavalcade of Academy Awards	Fan Appeal	31	5/18/40
VITAPHONE VARIETIES (6)			
All Girl Revue		7	Not Rev.
No Parking	Fairly Funny	10	4/13/40
Organ Novelty	Fair	9	11/11/39
Radio and Relatives		10	Not Rev.
Sword Fishing	Exciting	10	10/ 7/39
Vote Trouble	Laughs	10	8/26/39

1940-41

BROADWAY BREVITIES (9)			
Alice in Movieland	Superlative	20	11/30/40
Dog In the Orchard	Meritorious	20	1/18/41
Just a Cute Kid		20	Not Rev.
Mack Sennett Revival		20	Not Rev.
Take the Air	Entertaining	20	3/ 8/41
ELSA MAXWELL COMEDIES (3)			
Lady and the Lug		19	Not Rev.
Riding Into Society	I'Ain't Funny	19	8/31/40
Throwing a Party		20	Not Rev.
HOLLYWOOD NOVELTIES (10)			
History Repeats Itself	Good	10	9/30/39
Football Highlights	Rockne Build-up	10	8/31/40
Mexican Jumping Beans	Very Good	10	11/30/40
Shark Hunting	Exciting	10	8/ 3/40
Wild Boar Hunt	Exciting	10	3/ 8/41
LOONEY TUNES (16)			
Calling Dr. Porky		7	Not Rev.
Haunted Mouse	Very Good	7	3/15/41
Joe Glow the Firefly		7	Not Rev.
Pre-Historic Porky	Clever	7	11/ 2/40
Porky's Bear Facts		7	Not Rev.
Porky's Hired Hand	Good	7	12/28/40
Porky's Snooze Reel		7	Not Rev.
Sour Puss	Satisfactory	7	11/30/40
Timid Toreador	Good	7	1/18/41
MELODY MASTERS (10)			
Cliff Edwards and His Buckaroos	Fair	10	Not Rev.
Henry Busse & Orch.	Good	10	11/30/40
Skinny Ennis & Orch.	Good	10	12/28/40
Jan Garber & Orch.		10	Not Rev.
Matty Malneck	Snappy	10	8/ 3/40
Freddie Martin & Orch.		10	Not Rev.
Joe Reichman & Orch.	Excellent	10	11/ 2/40
MERRIE MELODIES (26) (Tech.)			
Bed Time for Sniffles		7	Not Rev.
Cat's Tale		7	Not Rev.
Crackpot Quail		7	Not Rev.
Elmer's Pet Rabbit	Funny	7	12/28/40
Fighting 69½	Good	7	1/18/41
Good Night Elmer		7	Not Rev.
Goofy Groceries		7	Not Rev.
Holiday Highlights	Swell Satire	7	11/ 2/40
Malibu Beach Party	Grade A	7	8/31/40
Of Fox and Hound		7	Not Rev.
Shoo, Look and Listen	Good	7	12/28/40
Sniffles Bells the Cat	Fair	7	3/15/41
Stage Fright	Satisfactory	7	10 26 40
Tortoise Beats the Hare		7	Not Rev.
Toy Trouble		7	Not Rev.
Wacky Wildlife	Funny	7	12/ 7/40
TECHNICOLOR SPECIALS (6)			
Flag of Humanity	Splendid	20	10/26/40
March on Marines	Excellent	20	12/28/40
Meet the Fleet	Excellent	20	1/18/41
Wings of Steel		20	Not Rev.
SPECIAL SUBJECTS			
Christmas Under Fire	Heart Appeal	10	1/18/41
London Can Take It	Powerful	10	10/26/40
SPORTS PARADES (10)			
California Thoroughbreds	Interesting	10	12/28/40
Diary of a Racing Pigeon	Interesting	10	12/ 7/40
Does You Seldom See	Good Novelty	10	8/31/40
Fight, Fish, Fight	Thrilling	10	3/ 8/41
Fly Fishing	For Anglers	10	10/26/40

MISCELLANEOUS

	Comment	Running Time	Reviewed Issue Of
Aida (Guaranteed)	For Music Lovers	9	5/11/40
Ave Maria (Malchain)	Impressive	10	7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	11/ 4/39
Heroic Greece (Norton)	Timely	10	3/ 1/40
In the Bank (King of Comedy Pictures)	Still Good	19	11/16/40
Memory Lingers On No. 2 (Progress)	Excellent	10	8/ 5/39
Norway's Fate (Hoffberg)	Fair	10	5/18/40
On the Trail of the Tarpon (N. Y. Zoological Society)	Thrilling	11	1/13/40
Paper Hanger (King of Comedy Pictures)	Delightful	19	3/ 2/40
Rembrandt (Malchain)	Fascinating	11	7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	7/ 1/39
Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1939-40

Dist and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
Deadwood Dick	15 Chaps.	7/20/40
Green Archer	15 Chaps.	11/ 2/40
The Shadow	15 Chaps.	1/13/40
Terry and the Pirates	15 Chaps.	4/20/40

SERIALS 1939-40 (Cont.)

Dist. and Title	No. Chaps.	Reviewed Issue of
REPUBLIC		
Adventures of Red Ryder	12 Chaps.	6/15/40
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39
Winners of the West	13 Chaps.	5/11/40

1940-41

COLUMBIA		
White Eagle	15 Chaps.	Not Rev.
REPUBLIC		
Adventures of Captain Marvel	12 Chaps.	3/ 8/41
King of the Royal Mounted	12 Chaps.	8/17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40
Riders of Death Valley	15 Chaps.	Not Rev.
Sky Raiders	12 Chaps.	2/15/41

CLASSIFIED ADVERTISING

Ten cents per word. No charge for name and address. Five insertions for the price of three. Money order or check with copy. Classified ads will appear as soon as received unless otherwise instructed. Address: Classified Dept., SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

BOOKS

SYSTEMATIZING THEATRE OPERATION, a condensed, easy-to-read book covering every important phase of theatre operation. Written by "Chick" Lewis. Sent postpaid upon receipt of $1.00 in cash, check or money order. Address, SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York City.

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MOTION PICTURE OPERATOR, COMPETENT, will move anywhere. Box 3664, Highland Park Branch, Detroit, Mich.

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THEATRE AT PORT AUSTIN, MICHIGAN, FOR SALE. Good equipment. Terms. A chance in a lifetime. Address Fred Busche, Clare, Michigan.

THEATRE GAMES

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THEATRE WANTED

WILL BUY THEATRE, midwestern town over 2,000. Give full details. Box 67, Florence, Colo.

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MORE PRICE-SHATTERING BOMBS FROM S.O.S. Peerless Parabolic Reflectors $2.95; Mazda Transformers 30/30, $9.95; Amplifiers, Soundheads, from $9.95; Powers Projectors, $39.50; Arcs, Rectifiers, $24.50; Lenses $2.95. S.O.S. CINEMA SUPPLY CORP., 636 Eleventh Ave., New York City.

BUY YOUR CHAIRS NOW—75c UP. Veneers, Panel Backs, Squabs, Spring, any pitch or width. Bargain list. Independent Seating Co., 547 West 46th Street, New York City.

$99.50 BUYS A COMPLETE DeVRY 35mm SOUNDFILM PROJECTOR—Only 15 available, so hurry! Box 521, SHOWMAN'S TRADE REVIEW, 1501 Broadway, New York City.

1500 SPRING CUSHION used seats, good condition. Price, $1.00 seat. H. SCHOENSTADT & SONS, 1014 So. Michigan Ave., Chicago, Ill.

TWO POWERS 6B WITH SOUNDHEADS. Also two Simplex soundheads. VICTOR THEATRE, 1112 Harrison, Cincinnati, Ohio.

VICTOR, BELL & HOWELL, DEVRY, UNIVERSAL, etc., 16mm Sound Projectors from $85.00. Send for list. Abeles Advertising Service, New York.

ALL AMERICA WILL CHEER THIS THRILLING ONE-REEL SHORT!



FACSIMILE OF THE SMASH ONE-SHEET POSTER IN THREE COLORS

Proceeds derived from the sale of this short will be contributed by Paramount to the Greek War Relief Association

PRINTS AVAILABLE NOW AT

PARAMOUNT EXCHANGES

SHOWMEN'S TRADE REVIEW

FILE

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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March 29
1941









FROM A FULL HEART

M-G-M takes this opportunity
To thank all who took part
In the making of "MEN OF BOYS TOWN,"
Towering over the earlier record-setting triumph.
It is rich beyond rosiest dreams in
Those assets of thrill and humanity and Star Power
That foreshadow box-office immortality!
To the screen's Greatest of All Time
Add "MEN OF BOYS TOWN."

SPENCER TRACY • MICKEY ROONEY

"MEN OF BOYS TOWN"

with Bobs Watson • Larry Nunn • Darryl Hickman • Henry O'Neill • Mary Nash • Lee J. Cobb • Original Screen Play by James Kevin McGuinness • Directed by Norman Taurog • Produced by John W. Considine, Jr. • A Metro-Goldwyn-Mayer Picture

The Editorial Page

What's Behind It?

Ol' Dame Rumor continues to rear an ugly head in connection with the introduction of recent legislation in several states against the blocks-of-five sales. The old gal maintains that behind the move is a definite attempt to sabotage the consent decree selling plans before they can get going.

On the other hand, it is likewise rumored that the Dept. of Justice will ignore any such tactics and proceed on the theory that such state legislation will ultimately be declared unconstitutional, or something. . . .

The point of origin might give a faint idea of where the idea sprang from. Or does it?

▲ ▲ ▲

Add Television

With the current hearings about commercial television comes a recurrence of fears that this new development will hurt theatre business. We concede that ultimately it can be dangerous competition but not until television receiving sets are cheap enough to be available to the average bread winner and his family.

The views of the movie industry regarding television will neither advance or retard the progress of commercial television. All we can do is watch those developments and meet the emergency or conditions as they present themselves. Until then your guess is as good as ours.

▲ ▲ ▲

Feast Or Famine?

Many letters reach this desk asking whether we believe there will be a product shortage during the summer or in the early days of the new setup.

At the beginning of the year we were frank to say that we thought such a shortage seemed to be fairly certain based upon information and advices reaching us from numerous sources.

Since then and more particularly at the present moment, our views have changed a bit and we seem to note from the release schedules a more favorable condition with respect to the number of pictures available for release in the several months preceding the new season starting date.

Another encouraging sign is the fairly definite declaration from some of the major companies that they will not only complete this year's program but will have between two and four blocks-of-five ready before September is over. Two or three may complete the trade showings of one or more of the packages during the summer months.

But don't hang your hat on the pegs we've driven up above. Better remain a bit cagey and watch your availabilities and bookings for the spring and summer so that whatever happens, you will not find yourself behind the well known eight ball.

▲ ▲ ▲

Peace...It's Wonderful

The evident desire on the part of the distributors to settle or appease rather than go to arbitration on certain phases of the decree is a most happy reflection of the new and (we hope) more friendly relations between distributor and exhibitor. If, instead of rushing into litigation or arbitration, parties to a dispute or difference of opinion were first to try the sitting-around-the-table method they might be amazed at how those "big" issues are reduced to matters easily settled. Add to the formula of get-together, a dash of give-and-take and you have a prescription that works wonders.

▲ ▲ ▲

"I Wanted Wings"

The potent power of a timely story that emerges from the studio crammed with box office and audience appeal bears ample proof that a picture does not have to be cast with a parade of top-flight names to insure success.

In "I Wanted Wings," Paramount has turned out a rousing picture and one that will click regardless of competition, weather or what have you. It must click because the picture is geared to the times and its background is front page news every day of the week. In brief, we predict outstanding business wherever played.

▲ ▲ ▲

Bingo-Bango

Bingo in all its forms again occupies the news columns of the industry by reason of favorable and unfavorable decisions in various parts of the country.

Other games of chance are coming in for their share of trouble for theatres and non-theatrical users through the activity of Better Business Bureaus, local organizations and newspaper opinion.

However, with a consistent run of good product the majority of theatres using these attractions will be materially reduced. And if this is so then theatremen discontinuing games should make sure that others in the community do likewise.

—"CHICK" LEWIS

APR - 1 1941
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Decentralize Film Buying

National Theatres First To Announce New Plan

Decentralization of buying by the larger circuits is predicted by many industry observers when the consent decree goes into effect, Sept. 1. They cite the fact that every picture will have to be seen by the buyers in the home offices and some of them will be available for distant theatres long before the trade screening takes place in the home office city; also, the job of buying will be much harder since it will have to be multiplied many times.

Formerly, one executive would deal with a company for an entire circuit often located in many states. He would buy an entire year's output at one time. Now, it will be necessary for the film buyer to view each group of five pictures and make his purchase for the circuit of each group of five separately. This may be complicated by the fact that the release of each block-of-five may not be simultaneous throughout the country.

First of the circuits to announce decentralization of buying is the far flung National Theatres. Spyros Skouras, president, stated that the company would follow the terms of the decree to the letter. Since National Theatres are spread out from the Atlantic to the Pacific Coasts, with several operating groups involved, it is believed that there will be from six to eight film buying offices for the whole circuit.

'Barbara' Premiere Hailed As International Event

Nassau, The Bahamas—Hailed as an international event, the world premiere of George Bernard Shaw's "Major Barbara" took place here over the weekend under the patronage of the Duke and Duchess of Windsor. Proceeds of the premiere went to the Lord Mayor's Air Raid Distress Fund. Several notables attended and participated in the charity event.

Oyster-Wine Party Follows Short Screening

How to open oysters was demonstrated by professional oyster-openers Tuesday afternoon at Paramount when, with the co-operation of the growers of Gardiner's Island Salts deep sea oysters, an oyster and wine bar was opened for a short time to members of the press following a screening of Paramount's one-reel short, "Wild Oysters."

'Great Lie' Premiere In Star's Home Town

Littleton, N. H.—World premiere of "The Great Lie," Bette Davis' new film, will be held here April 5. The small community (pop. 4,571) is the star's home town, and an all-out celebration is planned.

DEAL CLOSED



John H. Harris, president of the Harris Amusements Co. and National Chief Barker of the Variety Clubs, and M. J. Siegel, president of Republic Productions, Inc., shake hands on a deal while several stars of Harris' "Ice Capades of 1941" smile their approval. The Harris ice show, which is enjoying great successes throughout the country, will be incorporated into a top-budget Republic picture, "Ice Capades," which is scheduled for release about July 17.

Jury Investigating Fox Case Recesses

Philadelphia—The Federal Grand Jury investigating charges of fraud against William Fox, former U. S. Circuit Judge J. Warren Davis and two Fox subsidiary organizations, recessed this week after hearing several witnesses. No date was set for reconvening. One of the companies involved in the case, is the All-Continent Corp., to which Fox allegedly transferred $7,000,000 in assets prior to his bankruptcy petition.

Monogram Introduces 'Block-of-5' in Iowa

Des Moines—Although Monogram is not a party to the New York consent decree, Forrest E. Judd, the company's local manager, is offering to Ohio exhibitors what is believed to be the first block-of-five pictures under the decree. Two important features of the contract are (1) exhibitors must specify the playing dates for each of the five pictures and (2) four alternate productions are offered with the stipulation that the exhibitor can substitute two of the alternates for the original five if he cares to do so. In New York, W. Ray Johnston, Monogram president, said he had not been informed about the Judd five-picture plan but indicated that it was "a good deal."

ASCAP Seeks New Trial In Fight Against Act

Seattle—A motion has been filed in U. S. District Court here by attorneys for ASCAP for a new trial in ASCAP's action to enjoin State officials from enforcing the Washington State Copyright Act. The action was recently dismissed on the ground that ASCAP operated in violation of the Sherman Act.

Says Unions Fear Tele

They Are "Hysterical," Canabria Tells FCC

Washington—Appearing this week before the Federal Communications Commission, Ulysses Canabria of the American Television Company charged that theatrical unions are virtually "hysterical" over the advent of television and its possible effects upon the industry's labor unions. He stated that the unions in attempting to assume jurisdiction in the new industry are demanding the same wage scales for their members that exists in the motion picture industry.

Canabria told the FCC he believed the labor situation resulted from the unions' fear that television may ruin the motion picture industry, therefore, they wish to entrench themselves in the television industry. He added that if television is compelled to pay the same wage scales as the film industry it may be seriously hurt at the outset. He suggested licensing of television operators by the FCC after tests.

Meanwhile, Balaban & Katz, through its television director, William C. Eddy, has informed the FCC that it is ready to proceed with commercialized television, "regardless of cost."

A. H. Morton, NBC vice-president, told the Federal body that there is and will continue to be an important relationship between motion pictures and television. He further stated that the general concern of the picture industry over the possible effects of television on the film business was understandable and "not unreasonable." He listed films as one of the three main sources of television program material.

Quick Decision Plea Is Spurned In Midwest Trial

Detroit—Federal Judge Frank A. Picard, presiding at the trial of the anti-trust suit brought by Midwest Theatres, Inc., against Co-operative Theatres of Michigan, this week refused pleas of counsel for a quick decision. Informed that the new selling season is starting and that activity under the blocks-of-five system requires the settlement of outstanding problems, Judge Picard replied that he was unable to take the selling season into consideration.

'I Wanted Wings' Gets Brilliant World Premiere

Official Washington joined a brilliant galaxy of social, diplomatic, civic and Hollywood celebrities Wednesday for the world premiere of Paramount's "I Wanted Wings" at the Astor Theatre. Batteries of klieg lights, loud-speakers, full-dress uniforms, squads of police and lavish decorations were in evidence as the premiere got under way. The film is being presented at the Astor on a two-a-day policy.

Shorts Budget Sets Record

Para. Announces 85 Single Reels, One 2-Reel Cartoon

More money will be spent on Paramount shorts for the 1941-42 season than ever before, it was announced this week by Neil Agnew, vice-president and general sales manager. A program of 85 one-reel films and one two-reel color cartoon was announced at the same time.

Three new series of shorts will be introduced and there will be an expansion of several groups that proved successful during the current season. The new series will include 12 "Superman" cartoons in Technicolor; six "Quiz Kids" films and six releases of "Hedda Hopper's Hollywood."

In addition, the program will include six "Madcap Models" Puppetoons in Technicolor; four Robert Benchley comedies; twelve "Popeye" cartoons; six issues each of Popular Science and Unusual Occupations in Magnacolor; six "Speaking of Animals" novelties (along the lines of the first one, "Down on the Farm"); six Paramount Headliners; thirteen Grantland Rice Sportlights; two "Fascinating Journeys" and one two-reel cartoon in Technicolor.

Para. to Have 10-15 Films Ready by Sept. 15

About ten or fifteen Paramount pictures will be ready for trade showing and release between Sept. 1 and 15, it was stated this week by Y. Frank Freeman, studio head, now in New York. Declaring that the studio had been geared to meet the situation created by the consent decree, Freeman added that production was being kept apace with all schedules.

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New York City

Important Dates

March 31: MPPDA annual meeting.
April 1: Republic regional sales meeting, Toronto.
April 4: AMPA 25th anniversary dinner-dance, Hotel Edison.
April 4-6: Boston Catholic Motion Picture Guild retreat, Campion Hall, Andover.
April 4-6: Monogram convention, Roosevelt Hotel, Hollywood.
April 5-7: Texas Variety Club golf tournament, Dallas.
April 7: Rudolph Berger testimonial, Willard Hotel, Washington, D. C.
April 16: Third annual Goodwill Get-Together, Penn Alto Hotel, Altoona.
April 20: Boston MP Salesmen's Club charity ball, Cocoanut Grove.
April 22: All-industry meeting sponsored by Omaha Variety Club, Omaha.
April 24: Annual AMPA meeting.
April 29: Pathe Laboratories, Inc., annual meeting.
May 5-8: SMPE spring convention, Sagamore Hotel, Rochester.
May 12-14: National Film Carriers annual convention, Park Central Hotel.
May 15: ITO of Montana meeting, Billings.
May 15-17: National Variety convention, Traymore Hotel, Atlantic City.
Sept. 19: Philadelphia Variety Club—The Exhibitor golf tournament, Philmont Country Club.
Nov. 2: Pittsburgh Variety Club banquet.

Texans Don't Want Vaudeville

Julius Gordon Says Films Fill Entertainment Needs

Films still satisfy the basic entertainment needs of the average theatregoing Texan and he definitely does not want vaudeville, according to Julius Gordon, president of the Jefferson Amusement Company and the East Texas Theatres, Inc., operators of some 55 houses in the East Texas oil fields and the Gulf Coast.

The theatre executive, in a recent interview with STR, declared that his circuit experimented with a combination policy of vaudeville and films in Beaumont, last year, and discontinued it after eight weeks because it was not supported adequately by patrons.

Single features are the keystone of the general policy of his circuit, Gordon said, and double features are used only in secondary situations. Patrons are apparently pleased with this arrangement and there is no disposition to alter it, he added.

Absence of a single Army camp in East Texas, he continued, and the fact that defense spending has not benefited the oil industry enough to replace the loss of foreign orders, has prevented any increase in theatre grosses.

Gordon entered the business during the hectic days of NRA, just after graduating from law school. He had to familiarize himself quickly with the intricacies of circuit operations in order to handle various legal matters which arose under the code. Because of this opportunity, he was able to obtain an intensive training in a comparatively short time, enabling him to prepare himself to head the circuit within a few years.

A graduate of the University of Texas, he is active in the Dallas Variety Club. His hobbies include big-game fishing in the Gulf of Mexico and golfing. Otherwise, he spends much of his spare time about his theatres.

Plan Arbitration For All Types of Industry Disputes

Clause Would Be Included in Contracts of All Distribs; Several More Complaints Filed, One Case Is Settled

Plans to provide for arbitration of disputes not covered by the consent decree were revealed this week, when it was learned that attorneys were preparing a clause to be included in all contracts providing for such mediation. It would be standard with all companies, whether or not they signed the consent decree.

Taking their cue from other industries, which have for years included in their contracts a clause providing for arbitration of disputes, attorneys for major distributors have prepared a preliminary draft of an arbitration clause for inclusion in the exhibitors' licensing agreements for 1941-42, which would provide similar mediation for distributors and exhibitors. The proposed mediation would operate outside the consent decree arbitration machinery and regardless of whether the distributor had signed the New York consent decree.

Meanwhile, a manual detailing the powers, duties and responsibilities of arbitrators has been prepared by the American Arbitration Association and mailed to more than 700 members of the motion picture arbitration panel.

Arbitration complaints filed this week throughout the country include: J. D. Guest, owner of the Ritz Theatre, Duncan, Okla., naming Warner Bros., claimed that the company refused to service his house.

His third complaint—this time against Warner Bros., has been filed by Charles K. Woolner, operator of the Modern drive-in theatre at New Orleans. As in his first and second complaints, against MGM and Paramount, respectively, Woolner claims that he is unable to purchase any of the product of the three companies.

Named in a complaint filed by the Rialto Theatre, Cape Girardeau, Mo., are RKO and the Fox Midwest Agency Company, which operates the competitive Broadway and Orpheum Theatres. "Reasonable clearance," was requested.

E. K. Menagh, operator of the Star, Fort Lupton, Colo., has filed a second complaint against Paramount, Loew's, RKO, Warner Bros., and Twentieth Century-Fox. He claims the five companies give a prior run to the Rex Theatre, Brighton, Colo.

Holding that the complaint should have been based upon "run" and "clearance" provisions of the consent decree, Arbitrator Charles P. Megan of the Chicago Arbitration Tribunal, has dismissed charges against RKO, Paramount and Twentieth Century-Fox, filed by the Ken Theatre, South Side Chicago independent house. As such, the dispute is not subject to arbitration until after the selling season starts on September 1 next. The theatre has filed notice of appeal.

Meanwhile, it became known that Loew's, Inc., has settled the complaint made by Joseph's drive-in theatre near Austin, Tex., that the company, together with Warner Bros. and Twentieth Century-Fox, refused to service the house. The two last-named have elected to submit the case to arbitration.

Naming all consenting companies except Loew's, Inc., the Liberty Theatre, Plainfield, N. J., demands seven days' clearance over the Strand, Paramount and Oxford Theatres, in the same city.

The Lyric Theatre, Oyster Bay, N. Y., asks day-and-date run with the Glen Cove and Huntington Theatres, in nearby towns. RKO, Paramount, Loew's, Warners and Twentieth Century-Fox are named in the complaint.

STUDIO VISITOR



Harry Arthur, Fanchon & Marco executive, with his son, Dick, visit Bob Steele, one of "The Three Mesquiteers," on the Republic lot. Bill Saal, Republic's special representative, did the honors in guiding the Arthurs around the studio.

WB N. Y. Mgrs. Meet Start Bernhard Drive

A meeting of all managers of Warner Brothers' upper New York State theatres was held in Albany, by M. A. Silver, Zone Manager. A Drive was inaugurated which will take place April 12th to July 12th called "Bernhard's Tenth Anniversary Drive." Joseph Bernhard and Harry Goldberg addressed the meeting.





the whispers about Her have become

SHOUTS OF PRAISE!

"Undoubtedly the picture of the week — perhaps of the month or the year. I don't see how it can miss being box-office."

—Louella O. Parsons

"Miss Leigh has done the nearly impossible thing—she has topped her performance in 'Gone With The Wind' and she is also revealed as the great beauty of the screen."

—John Chapman, New York Daily News

"Tops in all departments; should be strong box-office attraction every place. Here is a splendid picture on all counts, one which will probably rank high among the outstanding pictures of the year, and certainly as fine a film, if not the best, that Alexander Korda has ever offered the public. Great entertainment

"'That Hamilton Woman!' is a thing of beauty. Vivien Leigh is breath-taking. She's superb from start to finish. Alexander Korda has produced the whole picture with a

wrought drama. Vivien Leigh and

Hamilton Woman and her per-



wrought drama. Vivien Leigh and Laurence Olivier turn in performances which neither has previously topped. The film is magnificent."
—Daily Variety



Hamilton Woman and her performance outranks her Scarlett."
—Sheila Graham, North American Newspaper Alliance



"In a magnificent production Alexander Korda brings to the screen one of history's great love stories. Vivien Leigh gives a glorious performance. Hers is a brilliant exhibition of acting that attains and at times, surpasses the stature of her superb Scarlett O'Hara." *—Hollywood Reporter*



"Korda's best since 'Henry VIII'. It is moving and entertainingly solid. If Boxoffice indulged in star ratings, the decision would be easy. Four for 'That Hamilton Woman!'"
—Red Kann, Boxoffice



ALEXANDER KORDA presents

Vivien LEIGH  *Laurence* OLIVIER

THAT HAMILTON WOMAN!

with ALAN MOWBRAY • SARA ALLGOOD • GLADYS COOPER • HENRY WILCOXON

Original screenplay by Walter Reisch and R. C. Sherriff

Released thru UNITED ARTISTS

OPENS THURSDAY, APRIL 3rd · RADIO CITY MUSIC HALL

Mono. Confab Begins Apr. 4

Franchise Holders Will Gather For 3-Day Meet

Hollywood—More than 125 executives of the Monogram distribution and production organization will gather here at the Roosevelt Hotel on April 4, 5 and 6 for the company's annual convention.

During the three-day session, Monogram's lineup of pictures for the 1941-42 season will be announced and funds allocated for an increase in the budgets of a special group of important attractions which the company will produce.

Under W. Ray Johnston, president; Trem Carr, prominent member of the board of directors, and Samuel "Steve" Broidy, general sales manager, the franchise holders, representing the company's 36 exchanges in the United States and Canada, will make plans to meet the new situation caused by the adoption of the industry's Consent Decree.

Sessions will be attended by the following:

William Gell, managing director of Pathe Films, Ltd., distributor of Monogram product in London; John Mangham, Atlanta; Ben Welansky, Boston; Harry Berkson, Buffalo; Henri Elman, Chicago; William Onie, Cincinnati; Nate Schultz, Cleveland; Ed Blumenthal and John Franconi, Dallas; F. E. Judd, Des Moines; William Hurlbut, Detroit; William Benjamin, Kansas City; Howard Stubbins, Los Angeles; Charles Trampe, Milwaukee; Ben Nathanson, Minneapolis; Harry H. Thomas, New York; Carr Scott, Oklahoma City; S. J. Francis, Omaha; George West, St. Louis; Mel Hulling, San Francisco; L. T. Fidler, Denver.

The home office contingent includes, in addition to Johnston, Carr and Broidy, the following: Herman Rifkin, vice-president; Ray E. Young, treasurer; Joseph Lamm, comptroller; Louis S. Lifton, director of advertising and publicity; John S. Harrington, manager of the print and accessories department; Lloyd L. Lind, head of the contract department; Russell M. Bell, art director; J. P. Friedhoff, office manager.

The production organization will be represented by Scott R. Dunlap, Lindsley Parsons, I. E. Chadwick, Edward F. Finney, George W. Weeks, Samuel Katzman and Paul Malvern.

March Admission Tax Collections Show Increase

Washington—The Bureau of Internal Revenue announced, this week, that February admission tax collections aggregated $6,495,283, an increase of $4,642,519 over the corresponding month of 1940.





Here's a scene at the convention of franchise holders of Producers Releasing Corp. held in Chicago last week-end. Left to right: George Batcheller, in charge of feature production; Sigmund Neufeld, supervisor of westerns; George Gill, member of the Board of Directors and Washington, D. C. franchise holder; O. Henry Briggs, president; Harry Asher, Chairman of the Board of Directors and Boston franchise holder; Art Davis, new Western star signed by P.R.C.; Bert Kulick, Treasurer and member of the Board, N. Y. franchise holder.

PRC to Make 42 Pictures

Twenty-four Features, Eighteen Westerns Planned; Emphasis on Action, With a Minimum of Dialogue

Chicago—A program of 42 pictures—24 features and 18 westerns—was announced by O. Henry Briggs, president, at the first annual convention of Producers Releasing Corp., held here last weekend at the Congress Hotel.

In outlining the 1941-42 policy to the convention, Briggs pointed out that the market for P.R.C. product demands pictures with a maximum of action and a minimum of dialogue . . . "and that's the kind of pictures P.R.C. is pledged to produce and distribute."

Henry Asher, chairman of the Board of Directors, said the program was all set and that an announcement book would be ready by May 1. The 24 features will be classified into three groups, with at least four specials for which increased budgets have been set. The second group will comprise eight, and the third group twelve. There will be high-powered dramas, comedy-dramas, mystery-melodramas and character comedies with musical hits featured.

"We are going to have better pictures, better stories and bigger names, with increased budgets all along the line," Asher stated.

Briggs gave a resume of the original set-up of the company—its organization, production and policy as set forth in the original plan, and clarified the readjustments to be made in meeting its greatly expanded operations.

Leon Fromkess, vice-president in charge of domestic and foreign operations, stressed P.R.C.'s sales policy, while William Gell, managing director of Pathe Ltd., distributor of P.R.C. product in London, suggested a slogan which made a hit with the convention: "Persistency — Reliability—Consistency." George Batcheller, in charge of feature production, and Sigmund Neufeld, supervisor of westerns, gave the delegates a close-up of production activities on the west coast. With producers John T. Coyle, E. B. Derr, Ted Richmond and Jed Buell completing their assignments on the present schedule, the production plans on the 1941-42 program are being coordinated and their initial pictures will be ready for the camera on schedule.

Over 7,600 Theatres Aid Greek War Relief Drive

More than 7,600 theatres participated in the Greek Relief Drive this week, according to Adolph Zukor, chairman of the Amusement Industry Division of the Greek War Relief Association. Exhibitor committees, it was revealed, arranged 840 midnight benefit performances. Twenty stage shows were presented in the metropolitan area, the biggest in the group being that which was scheduled to take place at Radio City Music Hall on Friday evening. A mammoth open-air show in which stage, screen and radio stars performed, was held Thursday, Friday and Saturday at the Times Square intersection at 46th Street.

Greek Benefit Midnight Show Held at Troy, N. Y.

Troy, N. Y. — A gala midnight vaudeville and stage show for the Greek War Relief Fund was presented here last weekend at Proctors Theatre. All theatres, theatre employes, theatrical labor organizations, operators, stagehands, musicians aided in selling tickets for the event. Local radio stations cooperated by publicizing the special show, which featured Vincent Lopez and his Orchestra. Leo Rosen, Troy Theatre manager, was chairman, with Irving Liner of Proctors Theatre acting as co-chairman.

Missouri Bill Would Prohibit Standing Room

Jefferson City, Mo.—A bill prohibiting standing room in theatres has been introduced in the Missouri General Assembly by Rep. Paul Turner of St. Joseph.

Anti 5-Block Law in Mich.

Bill Introduced Would Give 20% Cancellation

Michigan this week became the third state in whose Legislature a bill has been introduced to permit the sale of pictures in blocks of more than five. Similar measures have been introduced in the Georgia and Minnesota Legislatures but have not passed. The proposed laws would contravene the New York consent decree.

The Michigan measure would give exhibitors the right to buy a complete program with a 20 per cent cancellation privilege and would also restrict the exhibitors from forcing of shorts, trailers and reissues. It would also require the distributors to have a state license.

Georgia House Defeats Block-Booking Measure

Atlanta—The Edenfield Bill, which would have permitted block-booking of pictures with a 20 per cent cancellation clause has been defeated by the Georgia House of Representatives by a vote of 90 to 74. The House Judiciary Committee, last week, voted against acceptance of the measure. Previously, the State Senate had voted favorably.

Measure Would Prohibit Lengthy Movie Programs

Jefferson City, Mo.—A bill that would ban motion picture shows running longer than two and a half hours has been introduced in the Missouri General Assembly. In the event a show ran longer, the measure, sponsored by the Better Films Council of Greater St. Louis, would compel showmen to have a 15-minute intermission at the end of that period.

'This One'll Slay Ya . . .'



Universal held a press reception for Bud Abbott and Lou Costello at the 21 Club Monday afternoon. Before rushing to their coast-bound train, the comedians, whose latest film is "Buck Privates," tried out one of their gags on Editor Chick Lewis of SHOWMEN'S TRADE REVIEW.

The Box Office Slant

The Sea Wolf

Warner Bros. **Drama** **100 mins.**

(Prod. No. 501—Nat'l Release, Mar. 22)

AUDIENCE SLANT: (Family) Great for the men but the women won't like it. Lack of comedy relief may hurt its entertainment value.

BOX OFFICE SLANT: Should do a big business where the men can be counted on to furnish the bulk of the audience.

Cast: Edward G. Robinson, Ida Lupino, John Garfield, Alexander Knox, Gene Lockhart, Barry Fitzgerald, Stanley Ridges, David Bruce, Francis McDonald, Howard da Silva, Frank Lackteen. **Credits:** Directed by Michael Curtiz. Screenplay by Robert Rossen. From the novel by Jack London. Director of photography, Sol Polito. Art director, Anton Grot. Dialogue director, Jo Graham. Film editor, George Amy. Special effects by Byron Haskins and H. K. Koenekamp.

Plot: Knox, a writer and Ida Lupino, an escaped prisoner, are taken aboard the Ghost when a ferry is wrecked. Robinson, brutal and heartless captain of the Ghost, has just begun to torment Garfield, a cabin boy and also a fugitive. Knox, Garfield and Ida, put off in a small boat one day after the crew has mutinied and unsuccessfully attempted to kill Robinson. But they return after days of drifting to find Robinson going blind. Knox gives up his life to save the others.

Comment: For stark drama without comedy relief, this is hard to beat. But it will take heavy selling to get the women in, and even then they won't be enthralled. From beginning to end it's a man's picture, and if you can get enough women in, your run will be successful. Robinson does his usual superb acting job and Ida Lupino proves that she's right up there among the top rank of troupers by her performance. Garfield also handles his role capably and Alexander Knox, a newcomer, seems to offer possibilities for the future. Some of the philosophy expounded is interesting and revealing and, as a character study of a depraved mentality, the picture itself is unusual. The absence of any comedy relief is noticeable as there is no lessening of the tension throughout. Sell it through book stores with the special edition of the novel. There is a series of six newspaper strips to sell the story pictorially. Make a sea-going looking front.

Catchline: "A ghost-mad ship, a half-mad captain, a fear-crazed crew, sailing to doom."

Dead Men Tell

(Hollywood Preview)

20th Cent.-Fox **Mystery** **61 mins.**

(Prod. No. 136, Nat'l Release, March 28)

AUDIENCE SLANT: (Family) Mystery angle matches this series standard, with greater attention to comedy values.

BOX OFFICE SLANT: Equal or better than the Chan pictures' normal.

Cast: Sidney Toler, Sheila Ryan, Robert Weldon, Sen Yung, Don Douglas, Katharine Aldridge, Paul McGrath, George Reeves, Truman Bradley, Ethel Griffies, Lenita Lane, Milton Parsons. **Credits:** Directed by Harry Lachman. Produced by Walter Morosco and Ralph Dietrich. Original screenplay by John Larkin, based on Earl Derr Biggers' Charlie Chan character. Director of photography, Charles Clarke. Film editor, Harry Reynolds.

Plot: Efforts of Sen Yung, his son, to stowaway on a ship sailing on a cooperative treasure hunt brings Sidney Toler (Charlie Chan) into the mysterious death of the wealthy woman who is its main financier. Before he traces down the killer from among the suspects—the passengers and a ship's captain with a retiring streak—there is another murder and a well varied series of thrills and comedy sequences.

Comment: Placing more stress on the comedy side of the story, effected through the detective's enthusiastic son constantly falling overboard and the inclusion of a semi-lunatic among the passengers, while the mystery values have been maintained at standard, this should not only please the regular fans of the Charlie Chan series, but earn approval from those looking for laughs. Toler and Yung, as usual carry the load, with outstanding supporting performances from Truman Bradley as the company hating captain, Lenita Lane as a woman psychiatrist, Robert Weldon as the most suspected of the potential killers and Sheila Ryan as his girl friend, who is dragged into much of the danger. Since the locale is mainly aboard the treasure ship, formerly used as a pirate and torture floating museum, teaser window displays of items which would be found on such a craft can be planted to create advance interest. Treasure maps will be equally effective.

Catchline: "A treasure hunt turns into a killer hunt."

Legion of Decency Ratings

(For Week Ending March 29)

SUITABLE FOR GENERAL PATRONAGE

The Great Swindle — Shadows on the Stairs

Ride On, Vaquero

SUITABLE FOR ADULTS ONLY

The Bad Man — Topper Returns

Repent at Leisure

The Man Who Lost Himself

OBJECTIONABLE IN PART

I Wanted Wings

Sign Of The Wolf

(Hollywood Preview)

Mono. **Drama** **69 mins.**

(Nat'l Release, March 25)

AUDIENCE SLANT: (Family) Action filled supporting feature, especially for younger and less critical audiences.

BOX OFFICE SLANT: Better than average cast can be exploited to help, especially where dog features are liked.

Cast: Michael Whalen, Grace Bradley, Darryl Hickman, Mantan Moreland, Louise Beavers, Wade Crosby, Tony Paton, Joseph Bernard, Ed Brady, Brandon Hurst, Eddie Kane, Smoky, Shadow. **Credits:** Directed by Howard Bretherton. Produced by Paul Malvern. Screenplay by Elizabeth Hopkins and Edmond Kelso, from Jack London's "That Spot." Director of photography, Fred Jackman. Film editor, Jack Ogilvie.

Plot: Grace Bradley's plane cracks up near the fox farm of Michael Whalen. Smoky, her favorite dog, runs away but is found by Wade Crosby and trained to steal foxes, a crime he blames on Shadow, her other dog, who is befriended by Darryl Hickman, Whalen's young brother. Shadow's sagacity helps Whalen uncover the thieves in time to save Shadow's life and bring in romance.

Comment: With a cast above the average for its type, direction by Howard Bretherton which keeps the story always in motion and the cleverness of two finely trained dogs, this makes an interest holding feature, especially for younger and family audiences. Save for technical laxity on two points, production values also rate above the average. Both of the featured dogs and young Darryl Hickman, who carry the load of the action, show strongly, and comedy in the hands of Mantan Moreland and Louise Beavers stands out. Exploitable features are the use of two trained dogs, the fact that it is a Jack London story and the reappearance of young Hickman, who made a hit in "The Biscuit Eater." Scenic backgrounds and their photographic treatment are good.

Catchline: "A boy and a good dog solve the mystery of a killer."

A Shot in the Dark

Warner Brothers **Mystery** **57 mins.**

(Prod. No. Not Set—Nat'l Release, April 5)

AUDIENCE SLANT: (Family) Mild mystery melodrama that will merit only mere, mild mention from moviegoers.

BOX OFFICE SLANT: Just fair. Stronger feature support needed.

Cast: William Lundigan, Nan Wynn, Ricardo Cortez, Regis Toomey, Maris Wrixon, Lucia Carroll, Donald Douglas, Noel Madison, John Gallaudet, Frank Wilcox, Theodore Von Eltz, Lee Phelps, Frank M. Thomas, Emory Parnell, Garrett Craig, Jack Wise. **Credits:** Associate Producer, William Jacobs. Directed by William McGann. Screenplay by M. Coates Webster. From a story by Frederick Nebel. Director of photography, James Van Trees. Art direction, Stanley Fleischer. Film editor, Harold McLernon.

Plot: Both Lundigan, a reporter, and Toomey, a detective, like Nan Wynn, a night club singer. When her boss, Cortez, is accused of murdering his friend, Von Eltz, and his ex-girl friend, Lucia Carroll, Lundigan and Toomey set out to find the real murderer. Needless to say, they do. But they lose Nan.

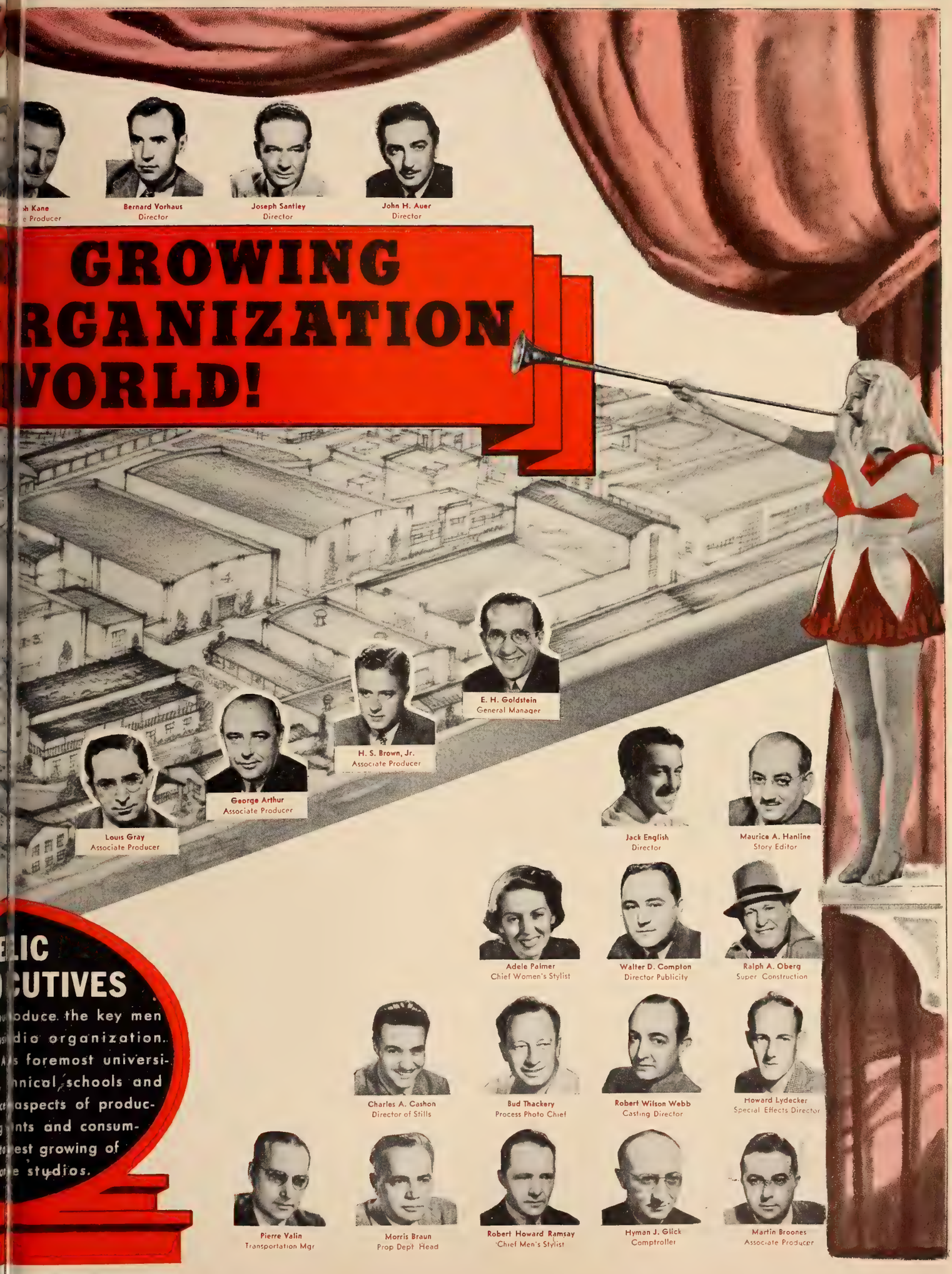
Comment: This mild mystery melodrama begins promisingly, but keeps going downhill until it nearly reaches bottom at the end. It doesn't take much to figure out the murderer—he literally carries the sign on his back. William Lundigan is the reporter who finds plenty of time to play cute tricks on Regis Toomey, the poor, harassed detective, while Nan Wynn, stage and radio songstress, is the passive object of their affections. Others who figure in the proceedings are Ricardo Cortez, Maris Wrixon, Donald Douglas, Theodore Von Eltz and Lucia Carroll, and all perform adequately. There is the usual chase at the end. As a week-end booking, the film will get by, although it will need stronger feature support; a little extra selling on the mystery angle won't hurt, either. Contact mystery fan clubs; place inserts in detective and mystery story magazines; post "reward" cards for "the criminal who fired 'A Shot in the Dark'."

Catchline: "A night club . . . where the entertainment is . . . death."

(*More Box Office Slants on Page* 20)

For Additional Exploitation Ideas on These Pictures, Consult the Encyclopedia of Exploitation—See Page 55


THE FASTE
STUDIO AND
IN THE
William Saal
Special Representative
Albert J. Cohen
Associate Producer
Robert North
Associate Producer
Armand L. Sch
Associate Pro
M. J. SIEGEL
President Republic
Productions, Inc.
Leonard H. Fields
Associate Producer
Harry Grey
Associate Producer
Al Wilson
Production Mgr
George Sherman
Producer-Director
William Witney
Director
Cy Feuer
Musical Director
John Victor Mackay
Art Director
C. L. Lootens
Chief Sound Engineer
Harriet Parsons
Producer-Director
Bob Mark
Make-up Dept. Head
Herbert Norsch
Sound Effects Mgr
Murray Seldeen
Editorial Chief
Peggy Gray
Head Hairdresser
Daniel J. Bloomberg
Sound Dept Head
Al H. Horwitz
Camera Dept. Head
Jim Hathaway
Director Trailers
R. W. Altschuler
Director of Purchases
Paul Guerin
Chief Electrical Dept
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RGANIZATION
VORLD!
h Kane
e Producer
Bernard Vorhaus
Director
Joseph Santley
Director
John H. Auer
Director
E. H. Goldstein
General Manager
H. S. Brown, Jr.
Associate Producer
George Arthur
Associate Producer
Louis Gray
Associate Producer
Jack English
Director
Maurice A. Hanline
Story Editor
Adele Palmer
Chief Women's Stylist
Walter D. Compton
Director Publicity
Ralph A. Oberg
Super Construction
Charles A. Cashon
Director of Stills
Bud Thackery
Process Photo Chief
Robert Wilson Webb
Casting Director
Howard Lydecker
Special Effects Director
Pierre Valin
Transportation Mgr
Morris Braun
Prop Dept Head
Robert Howard Ramsay
Chief Men's Stylist
Hyman J. Glick
Comptroller
Martin Broones
Associate Producer
LIC
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The Talk of the Tents Up and Down the Land

Variety Club Notes

JOHN H. HARRIS, NATIONAL CHIEF BARKER

Weekly Get-Together of Filmdom's Good Fellows

NATIONAL VARIETY CONVENTION NOTES

Details for the handling of the large turnout expectedone, big, special train. In this work the local Tents at the National Convention are rapidly crystalizing and two of the most important committees announced their plans.

The Hotel Reservation Committee, headed by Henry Friedman of Philadelphia has completed coordinating plans whereby the main committee will work in close cooperation with similar committees appointed by each Chief Barker. Through this arrangement each city's group will be located in the same section and floor of the hotel.

The importance and success of these activities is reflected in the advance reservations being made by the Tents through the Hotel Room Reservation Committee.

First reservations from industry executives came from Neil Agnew, Sam Dembow, Leonard Goldenson and Claude Lee of Paramount.

The Transportation Committee, headed by Bill Clark of Philadelphia, is now completing preliminary plans with the Pennsylvania Railroad regarding the routing of special cars and sections and bringing them all into Philadelphia for the run to Atlantic City as are also cooperating by appointing committees to handle the train reservations and designate leaving time on trains that will coincide with the special train arrangements.

Unusually active this year are the two Honored Guest Committees. These consist of Ned Depinet and Grad Sears in the east, and Walter Wanger, Bob O'Donnell and Paul Short, in the west. Both of these committees report that they already have promises of attendance by the top executives of all the major companies, producers, directors and screen stars from Hollywood and a large number of "names" from the stage and radio.

Unusual interest is centering on the National Variety Golf Tournament which will take place at 8:30 A.M. Saturday morning, May 17th, at the Northfield Country Club in Atlantic City, N. J. Championship of Variety is the same as championship of the entire motion picture industry.

Each Tent is donating a special prize of a value of not less than $25.00 to be awarded as part of the Golf Tournament and in addition to the cups and trophies previously announced. Thus far, seven of the Tents have purchased and forwarded their prizes to Frank Gravatt in Atlantic City where they will be on display at the Steel Pier.

ATTENDANCE TROPHY



This is the prize for the tent with the greatest per capita attendance at the forthcoming National Variety Clubs Convention, to be held in Atlantic City, May 15, 16 and 17.

Tent No. 1—Pittsburgh

King for the Day on Monday, March 24, was Barker Al Weiblinger. National Chief Barker Harris had as his guests at the dinner the entire personnel of the Pittsburgh Hornet Hockey Club which has just eliminated Springfield in series "C" of the American League Play-Offs.

A number of barkers attended the midnight show staged at the Memorial Theatre, McKeesport, for the benefit of the Greek Relief Fund last Friday night. The affair was a big success as the house was entirely sold out. The club hopes to have similar results at the Stanley Theatre this coming Sunday night.

Most of the members of the cast of "The Man Who Came to Dinner" spent their evenings after the performances at the club. Nat Levy was also a visitor at the club last week.

Harold Lund is in Florida on a combined business and pleasure trip for Ross Federal. John Maloney is expected back from his vacation this week.

Tent No. 2—Columbus

Marvin "Red" Hannigan is the club's new steward, succeeding Charles Ginn, resigned. Billy James has been confined to a Hollywood, Florida, hospital. Leo Yassenoff has been appointed chairman of the Second Annual Variety Club Roundup.

All Barkers are co-operating in the Greek Relief drive. George Anagnost is arranging a special skating party for Barkers at his Greystone skatorium.

A Question and Answer game is being held at the bingo parties, with one contest for the ladies and one for men. Harry W. Wilson, sponsored by Barkers Wood and Yoder, is a new associate member.

Tent No. 3—Cincinnati

A note has come from Allen S. (Columbia) and Mrs. Moritz under a Tampa, Florida, date line to the effect that they had visited Lieutenant Allen Moritz, Jr. at Montgomery, where Jr. is taking care of the molars belonging to Uncle Sam's boys, and then watching their Reds play a game at the spring training camp. After which on to Miami to fish and expose their bare tootsies to the blazing sun.

Dave Miller of the Cleveland Tent, and Mrs. Miller stopped over at the local clubrooms for a couple of days on their way to Miami.

Manny and Louie Shore, better known as the Shore boys of West Virginia, look as brown as cocoanuts on their way home from Orlando, Florida, where they attended the national chicken fights. While here they got the latest lowdown on the movie business from their favorite salesman, namely Jack "The Mingo Kid" Finberg. Another West Virginia exhibitor to honor the local club and film row with his presence was Milt Levine of Williamson, W. Va.

Rosini, magician extraordinary playing a local engagement at the Hotel Gibson, spends his off time at the Tent entertaining everyone present with card tricks. And can he do them!

Tent No. 4—St. Louis

The premiere of "Sis Hopkins," a Variety Club Midnight Benefit show, the Police Benefit Show and a few other things have been keeping the Barkers busy for the past few weeks.

The Benefit Show is scheduled for this Saturday night. It's been plugged by every means possible including trailers on 60 screens, 300 one-sheets, window cards in theatres and in merchants' windows and special newspaper publicity. Professor Quiz is flying into town especially for an appearance. A 32-page program is expected to net some extra revenue. Muriel Hill, wife of Barker Clarence Hill of Columbia, is producing the entire show and training a chorus of 16 girls for four numbers. She deserves a great deal of credit for her untiring efforts to make the show successful.

Barker Maurice Schweitzer and Chief Barker Arthur are co-chairmen of the St. Louis Motion Picture Industry Greek Relief Drive. A meeting with some 85 theatres represented was held this week to formulate plans for the drive.

Tent No. 5—Detroit

The current series of Saturday Night Frolics, dedicated to a different exchange each night, has developed outstanding interest among Barkers and their friends, with steady attendance continuing the highest seen at the club in many months.

Last Saturday was United Artists Night, with branch manager Moe Dudelson as guest of honor. Jack Goldhar, district manager, was out of town, but was represented by Mrs. Goldhar—who had the luck to win the coffee percolator set given as a door prize—with the ticket drawn by Barker Moe—an "inside job," judging by appearances.

The current week is M-G-M night, with exceptional publicity plans being handled for the occasion through Warren Slee, Metro exploiteer. Guest of the evening is Frank J. Downey, resident manager. Eddie Heiber, Universal manager, will be feted next week, with future plans being completed by entertainment chairman Wade Allen.

The roster of Barkers in Florida and other southern spots continues high, with new additions—latest is Joseph Stoia, owner of the Midway and Circle Theatres in Dearborn, who has just left to join his wife and two young sons down in Florida.

Tent No. 10—Indianapolis

The Variety Club sponsored a city-wide Tag Day with the proceeds all going to the Greek War Relief. The committee, who worked hard on this project, were led by Dick Frank, Chairman, Claude McKean, Harold Marshall, Ken Collins and Al Blocher.

Saturday night crowds continue very large,

(*Continued on Page 26*)

"This Is England"... The Year's Top Single-Reel Scoop... Playing All These Theatres In Greater New York NOW...

★ RADIO CITY MUSIC HALL
★ ROXY
★ RIALTO
★ CRITERION
★ PARAMOUNT
★ RKO PALACE
★ Albemarle, Brooklyn
★ Kingsway, Brooklyn
★ Loew's Paradise
★ Loew's Valencia
★ Loew's State
★ Fantasy, R.V.C.
★ Loew's Olympia
★ Loew's 175th Street
★ Loew's 83rd Street
★ Loew's Lexington
★ Loew's 72nd Street
★ Loew's Ziegfeld
★ Loew's Sheridan
★ Loew's Orpheum
★ Loew's 116th Street
★ Loew's Inwood
★ Loew's Commodore
★ Loew's Delancey
★ Loew's New Rochelle
★ Loew's Mt. Vernon
★ Loew's Yonkers
★ Loew's Pitkin
★ Loew's Kings
★ Loew's Triboro
★ Bryant
★ RKO Albee
★ Globe
★ Airline Newsreel
★ Grand Central
★ City
★ Embassy Newsreel

BIGGEST DAY-AND-DATE BOOKING IN SHORT-SUBJECT HISTORY!

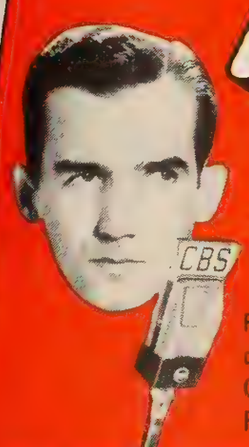
★ 50th Street Newsreel
★ Selwyn
★ Carnegie
★ Trans-Lux, Broadway
★ Trans-Lux, Madison
★ Stanley
★ 68th Street Playhouse
★ Marine, Brooklyn
★ Plaza
★ Fortway, Brooklyn
★ Park, Brooklyn
★ Terrace, Yonkers
★ Liberty
★ Lincoln, Passaic
★ Pariscourt, Brooklyn
★ 8th Street
★ Rialto, Brooklyn
★ Mayfair, Brooklyn
★ Trent, New Rochelle
★ Lido, Bronx
★ St. James, Asbury Park
★ Normandie
★ Town
★ Nostrand, Brooklyn
★ Flatbush, Brooklyn
★ Summer, Brooklyn
★ Kismet, Brooklyn
★ Ritz, Brooklyn
★ Coliseum, Brooklyn
★ College, Brooklyn
★ State, Brooklyn
★ Canarsie, Brooklyn
★ Lincoln, Brooklyn
★ Dover, Bronx
★ Hobart, Woodside
★ Granada, Corona
★ Berkshire, Brooklyn
★ De Lux, Bronx
★ Fenway, Bronx
★ Tower, Bronx
★ Parkside, Brooklyn
★ Island, Hollis
★ Little Neck
★ Cambria
★ St. Albans
★ Laurelton
★ Gables
★ Main Street, Flushing
★ Trylon
★ Linden, St. Albans
★ St. Marks
★ Zenith, Bronx
★ Freeman, Bronx
★ Windsor, Bronx
★ Quenton, Brooklyn
★ Vanity, Brooklyn
★ Regun
★ Sunset, Brooklyn
★ Lane
and many others!

"THIS IS ENGLAND"

with *"on the spot"* narration by

ED MURROW

European director of the Columbia Broadcasting System... The amazingly dramatic story of Britian girding for battle!



Proceeds of distribution are being turned over by Columbia to the "Spitfire Fund" of the R. A. F.!

A COLUMBIA SHORT-SUBJECT PRESENTATION · Cinescope Release

COLUMBIA PICTURES

✓ **TO BE RELEASED NATIONALLY IN KEY CITIES APRIL 3!** *Rest of the Country...* **APRIL 10!**

RESERVE YOUR PRINT *NOW!*

Program Exchange

Solutions to the Ableson Puzzles Relieve Our Curiosity; Samuel's Copy Sells Tickets

BY the time you read these lines April will be here—April with its Easter, its spring activities, its days of balmy weather (we hope). We strongly suspect that most showmen will be extremely busy during this month winning back the patronage that was lost during the Lenten season. If you're in doubt as to just how its done, you must have missed the "April Campaign" story which appeared in STR, March 15, page 16. Go back and pick up that copy, note all the show-selling ideas for this month, then make up your mind to break attendance records. It *can* be done, if you just apply a little elbow grease and pitch into the job with all the energy and resourcefulness you possess.

Before we look over the latest crop of programs, we're going to furnish the answers to those puzzles used by Manager Art Ableson of the Lake Theatre, Devil's Lake, S. D., for his campaign on "Kitty Foyle." They were presented on this page in the March 8 issue, but just to keep things straight, we'll repeat them, with the answers. Since there is an additional puzzle not included among those already published, it is also presented here, and answered.

Puzzle No. 1—Divide 45 into four parts so that to the first part you add 2, the second you subtract 2, the third you multiply by 2, and the fourth you divide by 2. The sum of the addition, the remainder of the subtraction, the product of the multiplication and the quotient of the division must all be equal.

Answer:

8	12	5	20=45
+2	—2	×2	÷2
10	10	10	10

Problem No. 2—Three women went to market to sell apples. The first had 33, the second 29, and the third 27. Each of them gave the same number of apples for a penny and yet, when they got home, they found that each had received an equal amount of money. How?

Answer: The woman with 33 apples sold ten cents' worth, or 30 apples at 3 for one cent, then sold three apples at one-cent each, thus making 13 cents. The woman with 29 apples, also selling them at 3 for one cent, sold 24 apples, or 8 cents' worth, and then sold the remaining five apples at a penny apiece, thus making 13 cents. The woman with 27 apples, selling three for a penny, sold 21 apples, or 7 cents' worth, and sold the remaining six apples at a penny apiece, thus making 13 cents. Naturally, when the women arrived home, they found that each had received an equal amount of money—13 cents.

Problem No. 3—12345 over 67890 is supposed to equal one-half, but it doesn't. Can you arrange the figures so that they will form a fraction that will equal one-half?

Answer: Here are a couple of ways it can be done, although there are probably more—13845 over 27690, or 13485 over 26970, or 48651 over 97302.

Problem No. 4—In the following jumbled letters, insert the letter "i" sixteen times to make a rhyme of 14 words:

FTHNMLKBRNGSLLCTTN
LLSKMTMXTTLLTSTHN

Answer: If thin milk brings illicit tin,
I'll skim it, mix it, till it's thin.

Showmen can have a peck of fun trying out these puzzles on their patrons. Run one each week for four weeks, and offer guest tickets for correct answers. Inasmuch as several may come forth with correct solutions, better limit your prizes to the first five or first ten to reach your theatre. In other words, the first person with the right answer has the best chance of getting a ticket. Many thanks to Ableson for giving us the answers—we had worn a bald spot on our head scratching it while trying to work the puzzles.

Plugging Double Bills

To plug his policy of two features at one, low admission price, Manager W. S. Samuel of the Lyric Theatre, Port Neches, Texas, distributed a handbill featuring a photograph of General Sherman and bearing this copy: "Sherman said, 'War is Hell.' The war is causing the cost of some things to go higher, but you can see two big hit pictures for one price at the Lyric."

On behalf of "No Time for Comedy," he distributed a card with this heading "Do You Need to See a Doctor?" Then followed this copy: "If you're sick and tired of European war scares, double dealing and double-crossing; if your sweetheart is obstreperous, cantankerous and hard to get along with (and without); if you're out of work, out of sorts and on the outs with your wife; if the rent is due, the mortgage unpaid and you don't know where the next payment on your car is coming from; if all the world loves a lover and there's no one in love with you—GO TO THE SHOW!"

We're looking forward to some mighty interesting Easter programs soon after the 13th of April. Let your patrons know that you've booked an outstanding attraction for that date. If you've planned a special matinee for the kiddies, remember that your program is one of the best means of getting the news around.

Well, that just about takes care of everything this week. And luckily for us, too, because we have been informed that the rest of the space in this column is reserved. So we'll stop here. See you next week.

INSTITUTIONAL COPY

(Editor's Note: The following copy was written for the programs of Warner Chicago Theatres by Charles H. Ryan. It can be easily adapted to your own situation. Further examples will appear on this page from time to time.)

A Necessary Institution

Did you ever stop to think about the importance of the motion picture theatre? The motion picture theatre provides a place of amusement for the boys and girls that cannot be duplicated. Think what would happen if the theatres in your locality were closed. What would the young people, and the old people, too, do with their idle time? At the motion picture theatre, young people see pictures that stress the moral values of life. Take away the motion picture and the young people would be forced to devise new forms of amusement. Would they be as safe as motion picture amusement?

RCA-Victor Ties In With Columbia On Exploitation of 'Penny Serenade'

A comprehensive and far reaching exploitation campaign has been launched by the RCA-Victor Company to pre-sell "Penny Serenade."

This tie-up with Columbia covers nearly every phase of advertising, including national magazines and newspapers, radio, billboards, window cards, counter displays, special stills, car cards, throwaways and direct mail. There also will be publicity spreads in the three Victor consumer magazines, *Victor Record News, Victor Record Review,* and *His Master's Voice,* reaching 750,000 homes.

The campaign is based on the Victor and Bluebird recordings of the musical numbers heard in "Penny Serenade." These records are now on sale through thousands of Victor outlets all over the country.

"Penny Serenade" will be advertised to millions of radio listeners on the RCA-Victor program, "You Want Music," broadcast nightly, except Saturday and Sunday, from 11:15 to 11:30 over WEAF, New York and, also at various times in other cities.

Good Housekeeping, The New Yorker and *Parents* magazines, with more than 10,000,000 readers, are the national magazines carrying special Victor Record advertisements pre-selling the picture.

UNIQUE SALES APPROACH



Because it sounds the keynote of the principal selling angles in the Alexander Korda United Artists release, "That Hamilton Woman!" the ad reproduced above is a typical example of the unique sales approach embodied in the various layouts prepared for exhibitors playing the picture. A catchy headline, a title to excite the curiosity of those who love to gossip about "the latest scandal" (and who doesn't?), emphasis on Vivien Leigh and Laurence Olivier whose real-life romance has garnered reams of newspaper and fan magazine publicity—all are present in this attractive layout.

--Your Application Blank--
Clip and Mail Now!

STR Program Exchange
SHOWMEN'S TRADE REVIEW

1501 Broadway
New York, N. Y.

Dear "Chick":—I hereby apply for membership in the STR Program Exchange. I understand that entry of my name on this coupon signifies a willingness to exchange theatre programs with other theatres, but involves no other obligation.

Name .....

Theatre .....

City .....

State .....

Selling the Picture

For Better Show Selling *Showmanalyses* Have Appeared In STR on Following Pictures

Adam Had Four Sons	Feb. 15
Arise My Love	Nov. 9
Back Street	Feb. 8
Bad Man	This Issue
Bank Dick	Nov. 30
Escape	Nov. 2
Girl, A Guy and A Gob	Mar. 8
Go West	Dec. 7
Her First Romance	Jan. 11
Kitty Foyle	Dec. 21
Land of Liberty	Jan. 18
Letter, The	Nov. 23
Mad Doctor	Feb. 22
Man Who Lost Himself	Mar. 22
Melody Ranch	Nov. 16
Mr. and Mrs. Smith	Feb. 1
Penalty, The	Mar. 15
Philadelphia Story	Jan. 25
Son of Monte Cristo	Dec. 28
Thief of Bagdad	Dec. 14
This Thing Called Love	Jan. 4
Tobacco Road	Mar. 1
You'll Find Out	Nov. 23

Newspapers Devote Front Pages to Premiere of "Land of Liberty"

Marking a high point in newspaper-theatre cooperation, the *Harrisburg* (Pa.) *Telegraph* and the *Evening News* went "all out" in helping to publicize the premiere of "Land of Liberty," industry-sponsored film being released by MGM, at the Senate, by publishing special British War Relief editions and devoting the entire front page to the premiere of the film.

All leading organizations in the city participated in the premiere activities, and Mayor Milliken issued a proclamation urging all citizens to see the picture.

In addition to banner headlines and stories about the film, both papers carried program credits on page one. The papers carried no price tag, but readers were asked to pay as much as they wanted to for the special edition.

Net proceeds of the performance were donated to British war relief agencies. Robert Sidman, Senate manager, and Jimmy Ashcraft, MGM exploiteer, were instrumental in arranging for the editions, unparalleled in Harrisburg's history.

His Is a 'Last-Run' Situation, But Trapp Keeps on Selling 'Em

Elbert Trapp, of the Rex Theatre, Bakersfield, Calif., does not believe in laying down on the job just because he happens to manage a last-run house.

Booking of "Twenty Mule Team," at his theatre, recently, inspired Trapp to tie in with grocers on Twenty Mule Team Borax, which proved the mainstay of his campaign.

Exhibits of the product and specimens from borax mines augmented his displays, whose catchlines read: "Brave men lived and died, just to bring this powdered gold to you. See it happen in 'Twenty Mule Team,' at the Rex."

Hudson Bay Blankets Tieup

A stunt on "Hudson's Bay," which could very well be used on any other similar type of picture, was arranged by Manager George Sharp of the Wilson Theatre, Fresno, Calif., in which he tied in with a department store on Hudson Bay blankets. In addition to newspaper space in the store's ad, costing nothing, Sharp obtained a number of store-wide exhibits.

British Flags Routed Through Schools in Memphis 'Convoy' Stunt

Manager Robert Kilgore of the Palace Theatre, Memphis, reached more than 50,000 school children in his campaign on "Convoy" through the routing of a set of British flags, including Scotland and all the empire units, to the various schools. A speaker explained to the history classes the part the flags had played in England's history. This is said to be the first time school promotion of this nature was used in Memphis and the entire plan went over big.

Kilgore's general campaign was far-reaching. Ten thousand heralds were distributed from house to house, special screenings were held for British relief associations, and for teachers, special ads were used in all papers and the news picture breaks were profuse. The ad theme was "will the British win the war?"

A battleship float was used for the ballyhoo angle and it was manned by British seamen in uniforms. A second novelty angle was a display in the lobby of knitting turned out by local members of British relief agencies. Members of the British War Relief sold emblems in the lobby. They telephoned to all members to come in and see "Convoy" and buy emblems. About four hundred were reached this way.

Following the use of the British flags in schools they were spotted around the marquee in the daytime and at night patrons entered the theatre through an avenue of flags. Both phases provided a timely and effective display. In addition to the flags an anti-aircraft gun was mounted on the marquee. Commentator Harper went on the air in the interest of "Convoy," the broadcast being from station WMC.

Dummy Hangs from Street Wire, As Stunt to Exploit "Vigilantes"

Dramatizing the Hippodrome's campaign on "Trail of the Vigilantes," a dummy body swung from a street wire over the main street of Taft, Calif. To townsfolk it served as a reminder of the days of pioneer history, as well as a reminder to see the picture.

Manager Robert Wagnon placed this sign on the dummy: "This man was caught following the 'Trail of the Vigilantes'."

The macabre spectacle had everyone looking skyward.



Sensational Horror Show Front

Monogram's horror combination, "The Ape" and "Chamber of Horrors," was given a chilling send-off recently at the Ritz Theatre, Albany, N. Y., with this spine-tingling front. Even the weather man must have gotten the chills from the looks of the snow on the marquee.



Fordan Wins Publicity With Colorful Display

The campaign used by Manager Louis Fordan of the Memorial Theatre, McKeesport, Pa., on MGM's "Flight Command" resulted in excellent grosses at the box office.

Among other activities, he conducted a model plane contest among high school students. From the Boys' Aero Club he received 23 planes, five of which were equipped with gas motors, which were exhibited in the lobby. To say they "attracted attention" is putting it mildly.

In a tieup with the Transcontinental Western Airlines and the Pennsylvania Central Airlines, Fordan promoted the material for another smashing display (*see cut*). Special models of their latest strato-liners and four-motor planes were furnished the Memorial management to highlight the display, including a blowup, which comprised the background.

The local newspapers, as well as those printed in surrounding towns, featured publicity on the display.

You, too, can capitalize on the current interest in airplanes in the same manner.

Stoltz' "Passport" Idea Great Selling Medium for "Our Night"

It's almost bromidic to say that your herald or throwaway must possess some form of originality if you expect it to be read. That's what Manager Arnold Stoltz of Warner's Avon Theatre, Utica, N. Y., had in mind when he designed a unique four-page booklet with red cover, bearing the legend "Passport" on the front-page, to sell the film "So Ends Our Night."

On the inside was a piece of mirror-like tinfoil, 1½ x 2 inches, with the following notice: "This passport issued to the citizen of Utica, New York State, in the United States of America, whose picture is herein shown."

Each herald was numbered and posting of any of these numbers in a local restaurant won its possessor the right to see the picture as a guest of the restaurant. Printing costs were paid by the cooperating restaurateur who received credits in the unique herald, which measured 4½ x 6 inches.



Ring the Figures—Win a Pass

Center of this display on 20th Century-Fox' "Chad Hanna" consisted of cut-out figures from the stills. Patrons were given hoops, and if they succeeded in "ringing" one of the figures, a pass was their reward. Manager Robert Busch of the Jeffery Theatre, Chicago, where the special display was on view in the lobby, reports that although everyone tried their luck, only a small percentage succeeded in winning passes. The stunt, by the way, is good for any attraction.

Harrisburg Radio Station Signs Off With Picture's Title for Bill Elder

One of the highlights of Manager Bill Elder's campaign for the engagement of "So Ends Our Night" at Loew's in Harrisburg, Pa., was his arrangement with Radio Station WHP for them to nightly sign off with "This is Station WHP in Harrisburg signing off—So Ends Our Night."

Elder also obtained spot announcements daily over WHP, by tieing in with a "Gifts for Listening" program. He arranged with Dr. Bookstaber, leading clergyman, to address the student body of Lebanon Valley College, and later to discuss the picture over Radio Station WKBO. He also used the theme as his text for his lecture from the pulpit.

The use of a teaser trailer 3 weeks in advance of the picture's playdate and three special 40 x 60 lobby displays, greatly aided in the fine box-office results obtained. Special advance stories and art were obtained in all local dailies. Study guides were used to advantage at the Penn Harris and Wm. Penn high schools. Every day for ten days in advance, a Bridge Club would be phoned and a pair of guest tickets offered to persons answering the phone providing they could name two stars from the picture.

Music Tieup on 'Tropics'

Eddie Moore promoted a tieup with the new music department of the five and ten in York, Pa., on "One Night in the Tropics," in which songs from the feature were plugged at the store.

YOU MAY WIN!

STR's short subject idea contest is open to all theatremen. Here's a coupon—use it with your suggested plan for selling shorts to the public. See issue of March 1st for rules and money prizes.

I am entering the SHOWMEN'S TRADE REVIEW Idea Contest with my letter enclosed.

Name.....

Theatre.....

Street Address.....

City.....**State**.....

Showmanship Always On March in Tilbury

Just because nothing ever happens at Grand Hotel is no sign that the same thing is true in Tilbury, Ontario. On the contrary, if a report received from Manager Harland Rankin of the Plaza Theatre doesn't deceive our eyes, things in the manner of showmanship are taking place up there pretty nearly all the time. Here are just a few of the activities:

A large wedding party took place at the Plaza recently, with the merchants donating gifts and the Mayor giving the bride away. Members of the City Council were guests of honor.

Last Fall, at a special children's matinee, the name of each child attending was written on a piece of paper and placed in a box, which was duly buried with appropriate ceremonies. Just recently, with the Mayor in charge, the box was unearthed, and miraculously enough, the name of each child appeared on a complimentary ticket admitting him or her to the theatre. Rankin and one of his assistants had slipped out late one night and made the change. The children marveled at the magic, however. If you're looking for a different stunt for a kiddie matinee, why not try this one?

A local merchant is sponsoring birthday passes to be distributed to every child of school age within an 18-mile radius of the theatre.

A special essay contest by pupils from the local schools on "Why There'll Always Be An England" was held during the War Savings Drive with War Saving Stamps as prizes.

The first local corn show sponsored by the Plaza proved to be a big success. Admission charged went to the British War Relief Fund. Theatre passes were given as prizes by the county judges.

A special art contest was held on the stage, where four contestants drew a photo of Tilbury's most popular physician. It proved a big draw, as it was advertised well in advance. The drawings were auctioned off from the stage by the Mayor, with the money going to the Red Cross.

A special bald-headed show was held in conjunction with the local Tilbury barbers who gave 3 months free hair-cuts to the winner.

A special cow-milking contest was held at the Plaza in conjunction with the Junior Farmers Association. The contestants were in groups of two: boys under 16 and girls under 16. The milk was sold to a local dairy, with the proceeds going for War Saving Stamps.

A tieup with a local shoe store proved effective. The store sponsored a 2-mile hike in conjunction with the Civil Guards and the Canadian Legion, who had competing teams in groups of five, two teams to an organization. The race was started from the theatre and routed through back streets which were closed off measuring a distance of 2 miles in all. The winning team received a month's free pass to the theatre and two pairs of men's socks donated by a local merchant to each participant.

Gum Giveaway Aids Film

Some 4,000 gum cards were distributed by Dave Martin and Russ Mortenson, manager and assistant manager respectively of the Granada Theatre, Inglewood, Calif., in a novel selling stunt for "It's a Date." A local restaurant paid for the cards, which contained a plug for the film over the name of the sponsor.

Hustler Dons Uniform

M. B. Hustler, manager of the Fox Capitol, Sacramento, donned a mountie's uniform in advance of the engagement of "North West Mounted Police." The Sacramento Union carried a half-column story with art heralding Hustler's appearance on the streets in the uniform, astride a horse.





Tieups Highlight N. Y. Campaign

Chief among the tieups arranged during the New York engagement of the Loew-Lewin United Artists release, "So Ends Our Night," were the three displays pictured above. The pillar at the entrance to the Pennsylvania Drug Co. (upper left) featured a pipe tie-up display, while the Hilton Clothes Shop on Broadway (upper right) devoted an entire window to "the screen's latest discovery." The Black, Starr & Gorham window (bottom) emphasized the quality of the film as well as that of the firm's line of China Crystal and Silver.

Smalley Makes Navy Big Factor In 'Girl, Guy and Gob' Campaign

Manager Ted Smalley of the Garde Theatre, New London, Conn., capitalized on the navy atmosphere of the community for his big campaign on the Harold Lloyd comedy, "A Girl, a Guy and a Gob."

Smalley outfitted his house staff in navy uniforms well in advance of the opening, covered the naval bases with posters and literature, had as guests officers of the New London Submarine Base headed by Capt. Jensen and a battalion of enlisted men, posted an honor guard at the theatre front on opening night, entertained a committee of the Navy Wives Club, set up a recruiting station in the lobby and used displays with navy colors for his theatre front and merchants' windows.

Mayor Chappel, City Councilman William Fox and other dignitaries were guests the first night.

For the theatre front, strings of pennants were suspended from the top of the theatre to the marquee. A special introduction trailer was added to the National Screen trailer and run one week in advance of opening.

The radio campaign consisted of six spot announcements daily over Station WNLC and a lobby broadcast. The out-of-town newspaper coverage was thorough, and posting consisted of six illuminated 24-sheet stands placed at junctions of all roads leading into New London.

For school coverage there was material placed on bulletin boards at the Connecticut College for Women, the U. S. Coast Guard Academy and Bullard Academy and the latter also sent a detachment of men in uniform who appeared on the opening night.

Lust Sponsoring Sixth Annual Easter Frolic

The Easter Frolic held annually at Sidney Lust's Bethesda Theatre, in Bethesda, Md., will be presented this year on Saturday morning, April 12, at 10 o'clock.

The entire program, which is sponsored by Lust and W. Prescott Allen, publisher of the *Bethesda-Chevy Chase Tribune,* will take place inside the theatre auditorium this year, and will be free to the children of the Bethesda-Chevy Chase area.

An elaborate entertainment program will be presented on the stage, including a clever kiddie revue and a demonstration of comedy illusions by Ken Sheelor, Washington magician. There also will be several other acts with particular appeal to children.

Arch McDonald, popular Washington radio personality, will act as master of ceremonies.

A special feature will be the fancy Easter basket contest, and several valuable prizes will be awarded for the best decorated basket.

Kenneth Davis, manager of the Bethesda Theatre, will be in charge of the event, and he is planning a gala celebration for the children.

Plan Easter Egg Hunt

Prince Georges County's sixth annual Easter Egg Hunt will be held Monday morning, April 14, at 10 o'clock at Magruder Park in Hyattsville, Md., under the auspices of the Kiwanis Club of the county, and Sidney Lust's three theatres in the county.

The Lust Theatres participating in the event are the Hyattsville, Hyattsville, Md.; the Cameo, Mt. Rainier, Md., and the Marlboro, Upper Marlboro, Maryland.

The Kiwanis Club will shortly announce its appointment of the general chairman for the event. "Uncle Dave" Ginsburg, district manager for the Lust Theatres, who originated the hunt, will again act as field marshal. Lust will be in charge of the entertainment program, and Art Brown, WOL radio personality, will act as master of ceremonies.

More than 10,000 children and adults are expected to participate. Fifteen hundred eggs, boiled and dyed by women in the county, will be hidden in the woods bordering the park, and more than 500 of these will be especially marked, netting their finders sums ranging from five cents to one dollar.

Plans are being made for an elaborate entertainment program, which will be presented on the bandstand following the hunt. There will be the annual pie-eating and kid-calling contests, a kiddie revue and other acts and stunts. The day's program will close with a field meet in charge of H. E. Harris, WPA Recreation Supervisor.

An Easter queen and several maids of honor will be chosen from the county schools to rule over the event.

Paramount Arranges "Lady Eve" Tieup With Saturday Evening Post

The fullest cooperation ever given a motion picture company by *The Saturday Evening Post* has been grabbed by Paramount for all-along-the-line exploitation of "The Lady Eve." The tie-up, hooked to the *Post's* two recently featured articles by Alva Johnston on Sturges, was engineered by Robert M. Gillham, Paramount director of advertising and publicity, and exploiteers working in the field under direction of Alec Moss.

Tieup was kicked off in Chicago, where arrangements were set for posting of 27 Paramount one-sheets on all *Post* trucks, display of 1500 half-sheets on major newsstands ,and display of 2500 poster snipes at other news stands, all calling attention to the story and to "The Lady Eve" playdates.

The Philadelphia exploiteer, relayed the data, followed through by arranging for the Curtis Publishing Company home office to wire all its distributors to "cooperate as fully as the budget allows" with Paramount exploiteers in all territories. Immediate followup came from Atlanta, where the Paramount exploiteer set arrangements for display of two "Lady Eve" posters at every *Saturday Evening Post* newsstand in eight states.

The Pittsburgh representative had already set a tieup with *Liberty* magazine distributors, but duplicated the setup with *The Saturday Evening Post,* including a provision for the distribution of tieup heralds.

Meanwhile, Paramount covered every first key-city playdate with advance copies of the magazine, suggesting that they be displayed and outlining the tieup. Exhibitors were quick to cash in by arranging local tieins with distributors. The studio set arrangements for posting of trucks and shot pictures of Curtis officials with stars, which were to be serviced to all field men.

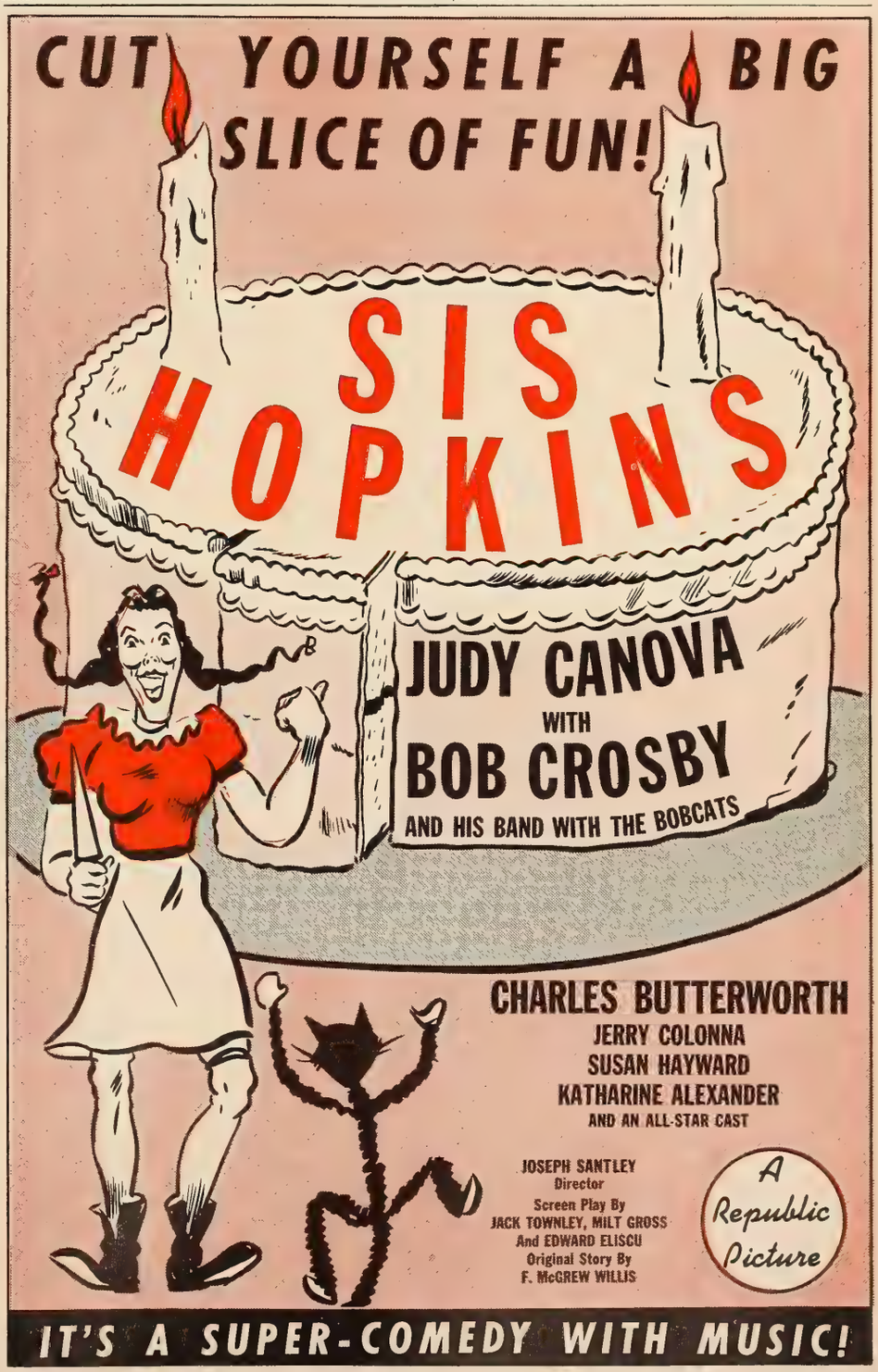
Originality Marks Two Stunts Used in Pomona and Stockton

Two stunts that, for originality and uniqueness "take the cake," were used by Managers David Lackie and Dale Smiley of the Sunkist and Rialto theatres, Pomona and Stockton, Calif., respectively.

Lackie's display was a pressure tank on the sidewalk in front of the theatre. To it was attached a card bearing this copy: "This is not the tank which is driven by Clark Gable and Hedy Lamarr in 'Comrade X'."

At the Rialto, Smiley placed a safe in the foyer, beside which was a card with this copy: "$1,000,000 in this safe! It cost the producers that much to make the film stored here, 'Brigham Young—Frontiersman.' We're keeping it safe, so you can see it."

For exhibitors who like to stage "something new" in exploitation, these two stunts should provide an incentive.



Amusement Ads from Nation's Dailies



Memphis Theatre Uses New Angle to Advertise Musical; Other Ad Layouts Analyzed

Variety is the keynote of the layouts this week. From this group of ads culled from the newspapers of representative cities, theatremen can glean some interesting new angles for improving their own layouts.

Take a look at the extremely elongated ad on "One Night in the Tropics," which was used in the *Memphis Commercial-Appeal* by the Warner Theatre in Memphis, Tenn. The ad man has tackled the selling of this Universal musical comedy from a novel and most eye-appealing slant: that of featuring a pulchritudinous young lady above everything else. "Leg art," as it is called in newspaper and advertising circles, is a great attention-getter and in this instance causes the "One Night in the Tropics" ad to steal the page without the least bit of trouble.

The Loew's Poli ad, taken from the *Springfield (Mass.) Union,* is notable mostly for the manner in which it points up the titles of its two features, 20th-Fox's "Hudson's Bay" and "Tall, Dark and Handsome," by putting them in large black letters. On "Hudson's Bay," however, Paul Muni has received the most emphasis. Created by the theatre's art department, the ad is a good example of originality, which sets it apart from those made merely by clipping an ad from the press book and adding the theatre signature and playdate to it.

2 Columns Centered in 3

Again from the *Memphis Commercial-Appeal* we have chosen an unusual layout—the one on Universal's "Buck Privates." A two-column mat is centered in a three-column space, leaving plenty of "air" on the sides despite the use of additional copy (though it is in lightface) and "spot" illustrations. A local touch is given to the copy by the endorsements of Memphians who saw the picture at a "sneak preview." Note that two outstanding short subjects, "International Forum" and "Splits, Spares and Strikes" are given considerable space at the bottom. With the white-lettered title against the black background in the center, with the adroit use of white space, this ad stands out on the page.

Two ads culled from the *Omaha Evening-World* are noteworthy. First, the one on RKO Radio's "Mr. and Mrs. Smith" places that picture in the same "hit" category with "Kitty Foyle," "Arizona," "This Thing Called Love" and "Santa Fe Trail," thus elevating its appeal to the general public. The ad placed by the Avenue, Military and Dundee theatres shows to what extent some theatres have gone to attract patronage by offering them quantity. Three features are billed on a program that runs approximately four hours.

The ad on the "Streets of Paris" tabloid show is from the *Buffalo Courier-Express.* "In person" shows still have a strong appeal, and the management has wisely "played up" this one.

"World Premiere" is the keynote of the ad from the *St. Petersburg (Fla.) Independent* on Paramount's "Road to Zanzibar." Note the unique placing of the theatre signature—in the center—not at the top or bottom.

The two layouts from the *Des Moines Register* and the *Marion (Ind.) Chronicle-Tribune* show how press book ads can be re-vamped to fit any desired space. The small ad on "Tobacco Road," culled from the *Detroit Free Press,* sells in its tiny amount of space the same angle that would have been used in an ad ten times that size: "At last it's on the screen at no advance in prices."

Novelties...Teaser Ideas... Beery Name...Among Several Highlights for Sales Drive

An SB Showmanalysis (REG. U. S. PAT. OFF.)

to help you get the most out of



"the Bad Man"

"THE Bad Man" is a famous title. It was a picture once before and it was also a famous stage play. Now it's a picture with a cast of favorites and a production which should make it popular once more. Besides, the story has been altered and few patrons, if any, will recognize it as the picture they saw before.

Therefore, in selling it, it would be best to sell it as an entirely new picture disregarding the fact that it was made before and also disregarding the stage play.

The title, as we have said, is an intriguing one and has several selling possibilities. For example, it should be comparatively simple to obtain the services of a husky fellow with a build like Wallace Beery's and attire him in a costume like that worn by Beery in the picture. With signs on his back he can parade up and and down the main streets and attract plenty of attention.

Letters of Title as Teasers

The nine letters of the title with a scene from the picture drawn in each one can be obtained from your MGM exchange. Each one measures a little less than one newspaper column in width and can therefore be used in numerous ways. Spot them in your program long in advance or on different pages of the newspaper for a week. Offer a prize to anyone who assembles all of them correctly and colors them in the most appropriate style. You can also have a number printed up and scattered in different stores, with merchants giving one away with each purchase of a certain amount. Anyone who assembles all of them can be awarded a prize.

You can also make horseshoe designs like that illustrated here with one word of the title in each and a fourth one for the name of the theatre and have them stenciled on the sidewalk progressively, with the last one pointing toward the theatre. The same gag can be pulled in the lobby, with the last one pointing toward the doorman.



In the picture, Wallace Beery speaks English with a Mexican dialect. Much of what he says is funny, particularly when he tries his hand at romance. Accordingly, you can capitalize on this. There are three mats available with amusing little captions and illustrations from the picture. Use these by way of example, and offer prizes for the most colorful or romantic captions to be written by newspaper readers. You could also reproduce some dialogue from the picture and offer a prize for the best rendition of it in Mexican-American dialect.

Gag Lines on Still Display

This same idea can be used in other ways. Alongside a display of stills, in the lobby put some of the lines from the picture (you'll find an assortment in the pressbook). They can also be used in newspaper ads and in publicity with different poses of Beery for each one.

The title has a meaning, too, and especially for the kids. One way to capitalize on this is to have a board set up in the lobby with a large portrait of Beery. Have your artist circle a spot between the eyes. Then buy a ten cent toy gun and offer a free ticket for any child or adult who can hit the bad man between the eyes. It will make conversation, and conversation makes business.

Also along this line of exploitation for the kids, masks can be obtained with appropriate copy. They cost less than a cent each and can be distributed in large quantity at small cost for an effective display. The thing to do, of course, is to give them out sufficiently in advance and then tell all the kids that those who come wearing the masks will be admitted at a lower rate. Or perhaps, to bring down the cost, you can offer each kid who comes with his mask a piece of promoted candy or an ice cream cone. The more kids wearing the masks the better the plug for the picture.

An even less expensive form of exploitation are cardboard gauntlets like those worn by cowboys. Each has appropriate copy and is fitted with a hook so it is easily worn. For as little as $4 a thousand, you can obtain trick folders, which when folded, reveal part of Beery's face and open, all of it.

The title is easily adaptable to teaser copy. For example the words "The Bad Man Is Coming" appearing in your ads two weeks in advance of playdate and continuing right up to the time your display ads come out, would make very effective teaser copy. You can also post "Reward" posters around town. Simple ones can be obtained from the Economy Novelty and Printing Co. in New York. Tack them up on poles, fences, trees; paste them in empty store windows.

Use "Reward" Photos

Still another way to emphasize the Beery name is to use die-cut illustrations of the star wearing a Mexican hat. They can bear appropriate copy on the face as well as on the reverse side. The word "Reward" can stand out in large letters on the reverse side. Have them all numbered and then select certain numbers in any way you choose to post in the lobby. The "Reward" of a free ticket goes to those who hold the pictures of Beery with the lucky number. This stunt has the advantage of making the potential patron eager to receive the handout and practically forcing him to retain it, thereby impressing the picture firmly on his mind.

The locale of the picture—the great Southwest near the Mexican border—makes possible some other tieups. Travel agencies selling trips to this section should be glad to post some of the stills showing the scenery in their windows. You can also give wrap arounds to the distributors of Western magazines emphasizing the action in the picture and the title. Readers of this type of publication are sure-fire fans for a picture like "The Bad Man." There are a number of Western radio serials on the air during the day. These, too, have a tremendous following of which you can avail yourself by getting spot announcements on the air before and after each one.

One intriguing bit of exploitation in the pressbook can be counted on to sell a lot of tickets. There's an illustration of Beery shooting a gun and he has apparently made the words of the title with bullet holes. Give a prize to whoever comes closest to the correct number in a guessing contest to determine how many bullet holes make up the words in this illustration.

On similar lines, if there is a rifle range or pistol range in your town, you can stage a contest in which the shooters would make a pattern with bullet holes spelling out the words of the title. Quite a crowd could be attracted to an affair of this kind if enough publicity were given it, and this crowd can be sold on the picture with appropriate signs, giveaways, etc.

Important Newspapers

Contact the promotion manager of your newspaper to arrange for the imprinting of a batch of extra papers with the words "The Bad Man Is Coming" in red right over the regular type, or across the top. Leather-lunged newsboys, rewarded with a couple of passes, can sell these "extras."

Arrows reading, "The Bad Man is Heading Your Way," together with the theatre imprint, can be posted on direction signposts, trees, fences and poles in and near your town.

In selling the picture don't forget the important cast. Besides Wallace Beery, there are Lionel Barrymore, Laraine Day, Ronald Reagan and others in the cast.

To put them over you can run a newspaper quiz with prizes for the correct answers. Ask such questions as "Who always plays his roles in a wheelchair?" "What two stars of 'The Bad Man' also play together in a series of pictures?" "In what picture did Wallace Beery wear a costume similar to that he wears in 'The Bad Man?'" "Name three other well known bad men," etc., etc.

If you use enough of these selling aids, "The Bad Man" should prove to be a good one for your theatre.



Plenty of Punch in Ads

Here is one of the most striking of the ads. Note how it sells romance, action, comedy and especially the fine cast. The leer on Wallace Beery's face is a typical Beery smile in some of the other ads.

Screenplay by Wells Root. Based on the play by Porter Emerson Browne, Jr. Directed by Richard Thorpe. Produced by J. Walter Ruben.

The Box Office Slant

(Continued from Page 9)

The Man Who Lost Himself

(Hollywood Preview)

Universal **Farce** **71 mins.**

(Prod. No. Not Set—Nat'l Release, Mar. 21)

AUDIENCE SLANT: (Adult) An abundance of laughs for lovers of light screenfare.

BOX OFFICE SLANT: Should prove generally pleasing.

Cast: Brian Aherne, Kay Francis, Henry Stephenson, S. Z. Sakall, Nils Asther, Sig Ruman, Dorothy Tree, Janet Beecher, Marc Lawrence, Henry Kolker, Sarah Padden, Eden Gray, Selmar Jackson, William Gould, Russell Hicks, Frederick Burton, Margaret Armstrong. Credits: Directed by Edward Ludwig. Screenplay by Eddie Moran. Based on the novel by H. DeVere Stacpoole. Director of photography, Victor Milner. Film editor, Milton Carruth. Art director, Jack Otterson. Associate producer, Ben Hersh. Produced by Lawrence W. Fox, Jr.

Plot: A rich, dissipated and eccentric playboy, whose oft repeated escapades have cost him the love of his wife and a sizable share of his fortune, meets his double in appearance, at a bar, gets him drunk and deposits him in his home in his stead. From then on things begin to happen, especially after the real playboy is killed and buried under the double's name.

Comment: Lovers of light screenfare will get plenty of entertainment out of this farce, due mostly to the swell trouping of Brian Aherne and the expert direction of Edward Ludwig. Although the story is an incredible piece of nonsense, the picture should please, generally, because full advantage has been taken of the "look-alike" gag to build up the screwy situations for an abundance of laughs, and it succeeds in winning its point in that respect. In addition to Aherne, it boasts of a better-than-average cast for this type of production, namely Kay Francis, S. Z. Sakall, Henry Stephenson and Nils Asther. Of the latter, Sakall walks off with all the honors for his clever portrayal of the butler. Production details are well handled. For exploitation see Showmanalysis on page 21, issue of March 22.

Catchline: "Neck deep in trouble because of his double."

Scotland Yard

20th Century-Fox **Mystery** **67 mins.**

(Prod. No. 131—Nat'l Release, Feb. 28)

AUDIENCE SLANT: (Family) Well-contrived mystery yarn should be warmly received in the average community.

BOX OFFICE SLANT: Obviously the title will attract mystery fans. Revealing the nature of the plot without giving it completely away will also gain attention.

Cast: Nancy Kelly, Edmund Gwenn, John Loder, Henry Wilcoxon, Melville Cooper, Gilbert Emery, Norma Varden, Leyland Hodgson, Lionel Pape, Heather Thatcher, Leo Carroll, Frank Dawson, Eugene Borden, Edward Fielding, Robert De Bruce, Denis Green, Jimmy Aubrey, Yorke Sherwood, Lester Mathews, Doris Lloyd. Credits: Executive Producer, Sol M. Wurtzel. Directed by Norman Foster. Screenplay by Samuel G. Engel and John Balderston. Based on the play by Denison Clift. Director of photography, Virgil Miller. Art direction, Richard Day, Lewis Creber. Musical direction, Emil Newman. Film editor, Al De Gaetano.

Plot: A gentleman bank burglar escapes the net laid for his capture by Scotland Yard, lands in the Army. Also off to the Army goes a wealthy, handsome, arrogant banker, husband of Nancy Kelly. His face almost destroyed, the burglar is identified as the banker, is given the banker's face by a plastic surgeon. He takes up the banker's life, finds himself in possession of the wife and involved in international intrigue. Scotland Yard solves the case, however.

Comment: Even if a little slow and plodding, as most Scotland Yard mysteries are, this one is a well-contrived yarn that should be warmly received in the average community. What happens when a burglar is "doctored up" to look like a banker is neatly and adroitly developed. Henry Wilcoxon is the burglar, John Loder the banker, and both do excellent work. As the wife, Nancy Kelly is exceptionally alluring—the kind of girl any man would willingly change his face for. Edmund Gwenn is capital in the role of the inspector. Its surprise twists, mystery, strange romance and intrigue make this a completely satisfactory film. Just a hint of the plot, without revealing too much, will arouse interest. Conduct a contest in which wives answer the question, "Do you really know the *man* behind your husband's face?"

Catchline: "Banker's face stolen! . . . What a mystery for Scotland Yard!"

I Wanted Wings

(Hollywood Preview)

Paramount **Drama** **130 mins.**

(Prod. No. Not Set—Nat'l Release, July 18)

AUDIENCE SLANT: (Family) Vast appeal for theatregoers in every walk of life. Intensely interesting for young America.

BOX OFFICE SLANT: In the top money class. A big picture deserving big selling campaign.

Cast: Ray Milland, William Holden, Wayne Morris, Brian Donlevy, Constance Moore, Veronica Lake, Harry Davenport, Phil Brown, Edward Fielding, Willard Robertson, Richard Lane, Addison Richards, Hobart Cavanaugh, Douglas Aylesworth, John Trent, Archie Twitchell, Richard Webb, John Heistand. Credits: Directed by Mitchell Leisen. Screenplay by Richard Maibaum, Lieut. Beirne Lay, Jr., and Sig Herzig. Based on a story by Eleanore Griffin and Comm. Frank Wead. From the book, "I Wanted Wings" by Beirne Lay, Jr. Director of photography, Leo Tover. Edited by Hugh Bennett. Special photographic effects by Gordon Jennings. Edited by Hugh Bennett. Produced by Arthur Hornblow, Jr.

Plot: Three rookies join up for training in the United States Army Air Corps and a deep friendship develops between them. One is a wealthy polo player, one a garage mechanic and the third a football hero. Trouble is caused by a cafe singer who is out to get the polo player, but the garage mechanic saves him from that situation, so that he can get his wings and marry the girl he really loves.

Comment: A pulsing, powerful picture built around the making of aviators for America's sky fighters, filmed with the active cooperation of the U. S. Army Air Corps, and sure-fire as an audience thriller and box office magnet by reason of its showmanly treatment of a topic headlined throughout the land. There is a strong human element contributed by a soundly contrived story about three modern musketeers all imbued with the do-or-die spirit the Army is inspiring in the youth it is training to man its bomber and fighter planes. The camera work is superb, an achievement of realism and beauty in picturing the thrills of flying. Mitchell Leisen's direction of both the spectacular aviation scenes as well as the story elements is notable. Ray Milland, William Holden and Wayne Morris portray the three rookies in a manner to win the affection of all types of picturegoers, and Brian Donlevy puts punch and strength into the play with his robust performance as the kindly, efficient, rugged flying instructor. Veronica Lake and Constance Moore supply the eye-appeal. Strongly sold, as the picture certainly should be, this will set up records at theatres. The current interest in the subject; the strong appeal to so many whose young male relatives are in the service or soon will join up; the live and whole-hearted cooperation being given by Army men to the exploitation of the film, makes its selling easy for the theatreman. Big flash lobby and frontal displays of red, white and blue; spotlighted cutouts of planes; newspaper headlines, etc.; and stepped-up newspaper ad space along with the cooperation that can be counted on from practically every newspaper should be the order of the day for theatres showing "I Wanted Wings."

Catchline: "Thrills and heart throbs—the greatest aviation classic ever filmed."

The Bad Man

MGM **Western** **70 mins.**

(Prod. No. 124—Nat'l Release, March 28)

AUDIENCE SLANT: (Adult) Should please the Wallace Beery fans.

BOX OFFICE SLANT: With a strong selling campaign this can return satisfactory grosses.

Cast: Wallace Beery, Lionel Barrymore, Laraine Day, Ronald Reagan, Henry Travers, Chris-Pin Martin, Tom Conway, Chill Wills, Nydia Westman, Charles Stevens. Credits: Produced by J. Walter Ruben. Directed by Richard Thorpe. Screenplay by Wells Root. Based on the play by Porter Emerson Browne. Director of photography, Clyde De Vinna. Art direction, Cedric Gibbons. Film editor, Conrad Nervig.

Plot: A group of "tenderfeet" are about to lose their ranch to a crooked banker, when Wallace Beery, as the swashbuckling, whimsical bandit, Pancho Lopez, recognizes the rancher as one who saved his life and immediately sets about to straighten out the tangled affair.

Comment: The newest remake of "The Bad Man" should please the Wallace Beery fans but might not do so well with others. The picture suffers from a screenplay which makes the cast work like Trojans in an effort to lift it above the level of the material. But their success is only so-so. As usual Wallace Beery plays Wallace Beery with variations of his old Viva Villa theme and the best that can be said for the whole thing is that it will get a few laughs. Running Beery a close second is Lionel Barrymore, who runs wild in his noisiest portrayal to date. The rest of the cast is adequate. On the credit side are the swell MGM production values and Richard Thorpe's direction, a competent job considering what he had to work with. For exploitation see Showmanalysis on page 19 of this issue.

Catchline: "The most picturesque bandit who ever rode the plains."

Knockout

Warner Brothers **Drama** **73 mins.**

(Prod. No. 568—Nat'l Release, March 29)

AUDIENCE SLANT: (Family) Will get by with patrons of neighborhood and grind-run houses.

BOX OFFICE SLANT: Will probably draw best in those situations where it is paired with a western for a week-end action booking.

Cast: Arthur Kennedy, Olympe Bradna, Virginia Field, Anthony Quinn, Cliff Edwards, Cornell Wilde, Richard Ainley, William Edmunds, Frank Wilcox, John Ridgely, Ben Welden, Vera Lewis, Charles Wilson, Edwin Stanley. Credits: Directed by William Clemens. Screenplay by M. Coates Webster. From a story by Michael Fessier. Director of photography,

For Additional Exploitation Ideas on These Pictures, Consult the Encyclopedia of Exploitation—See Page 55

Ted McCord. Art direction, Stanley Fleischer. Film editor, Doug Gould.

Plot: Small-time pug has chance to crash into "big money," turns it down for wife's sake, can't get any other job (because of smart promoter), takes up boxing again, reaches the top, meets a blonde, loses wife, topples from top, gives up fighting, starts life anew with wife on farm.

Comment: As former dramas of the prize ring have gone, so goes this one. It's fair entertainment, and will probably make week-end action fans feel they've gotten their money's worth, provided there's a western to go with it. It's the same old story with few, if any variations, and one can foresee every development before it happens. Smiling, toothy Arthur Kennedy is a personable hero, yet his role is not one to test seriously the talents of a newcomer. Olympe Bradna is the sweet little wife who finally gets "fed up," and Virginia Field is the blonde sports-writer who finds Kennedy interesting as long as he's in the money. For exploitation, display famous fight scenes from newspaper morgue in lobby. Send letters to sport fans. Display bulletins in sporting arenas, recreation centers, etc. Spot ads on newspaper sports page.

Catchline: "Two women . . . one made him a chump . . . the other made a champ out of him."

Theatremen Win Prizes

Ben Blumberg, manager of the Lane Theatre, Philadelphia, has been awarded $25 for his campaign on "The Howards of Virginia" in a contest staged among theatremen in the Stanley-Warner Philadelphia zone. An equal award was also made to Manager Sid Poppay of the Majestic Theatre, Gettysburg, for his campaign on the same picture.



Exploits Ginger's Academy Award

A 5 x 7 giant postal card to which was appended the signatures of hundreds of Milwaukee movie-goers congratulating Ginger Rogers on winning an Academy Award was placed in the lobbies of the Tower and Oriental theatres by Manager Harold Minish for RKO Radio's "Kitty Foyle." The card was sent airmail to Miss Rogers on the day the film opened at the two houses.

Ad in Personal Column Creates Interest in 'Come Live With Me'

An ad in the personals column signed by Hedy Lamarr was used to plug "Come Live With Me," by Manager Walter Fuller, of the Fox Theatre, Bakersfield, Calif. Copy read as follows:

WANTED: Young Lady. Brunette. Vivacious and charming would like nice young man, unencumbered, to marry. Will pay expenses. Inquire at Fox Theatre, tonight.

Novelty Giveaways Click for Two Films at Granada, Inglewood

Thinking up special exploitation stunts keeps Manager Dave Martin of the Fox Granada Theatre pretty busy these days. Aiding him in the mental workout is Bill Erickson, his reliable and efficient co-assistant.

One of their stunts consisted of the distribution of book-mark heralds on "Tin Pan Alley." At the top was this line: "A Word to the Wives from Jack Oakie." Next was a photograph of Oakie, and under this was the line "For National Defense." In smaller type was this copy: "Be sure to accompany hubby and hold his hand when he sees 'Tin Pan Alley.' Warning! Don't permit him to lose his heart and his head (like I did) to that Blonde Blitzkrieg pictured below." Pictured below, of course, was Betty Grable in the eye-catching costume she wears in the film.

On the return engagement of "Here Comes the Navy," Martin and Erickson distributed 3,000 small cards, to each of which was attached a miniature airplane.

With the Douglas, North American and Northrup Aviation companies in the immediate neighborhood, the ideas clicked because the theatremen slanted their copy in each instance to conform to the interests of the majority of the persons to whom the herald and novelty were distributed.

Tarrante's Doll-Window Promotions

Tieing in with a local manufacturer of dolls, Manager Harry Tarrante, of the Stanley-Warner Aldine, Philadelphia, secured display windows throughout the city for his date on "Thief of Bagdad." Special publicity yarns in the dailies and a novel front, worked out with Johnny Murt, completed an extraordinary campaign.

NEW AS TOMORROW'S HEADLINES

LONDON BOMBED

R·A·F IN ACTION

BERLIN BOMBED

NEW STREAMLINED HELL'S ANGELS

THE Hollywood REPORTER
Tuesday, March 4, 1941
By HOWIE MAYER
Chicago — The Oriental with "Hell's Angels" on screen and a no-name stage show, did better than the previous week with Louis Armstrong's band on the stage at the heavy expense of the management ($5000).

READ ABOUT CHICAGO RECORD

ASTOR PICTURES CORP.
130 W. 46th St., N. Y. C.

DISTRIBUTORS IN ALL KEY CITIES

Oriental's first week under the aegis of Michael Todd looks good, with the re-issue of 'Hell's Angels' plus a low-cost show, which indicates a healthy profit.
VARIETY
February 26, 1941
Oriental (Todd) (3,200; 28-44)—'Hell's Angels' (Elman) and 'Naughty 90's Revue' on stage. Combination getting good audience play, with considerable interest in the re-issue, business buzzing to fine $18,000. Last week, 'San Francisco Docks' (RKO), depending strictly on the Lou Armstrong band for business, came through with bang-up $16,400.

BREAKING BOX-OFFICE RECORDS TODAY ALL OVER

Short Subject Reviews

Picture People No. 7 *(Average)*

RKO (14,407) Picture People **10 mins.**

If "off-the-screen" scenes of the stars were more impromptu and natural, instead of artificial and staged, this series might be more successful. In this issue, for instance, George Burns and Gracie Allen go through a zany routine (aren't they ever serious in private life?), and Jack Benny is shown "cooking up" all the gags for a broadcast while his gag men play cards. There is, it must be admitted, some semblance of the real thing in the sequences showing Joe E. Brown displaying the collection in his sports museum, Margaret Lindsay learning to do the rhumba, and Lum and Abner as they are when they're not Lum and Abner. On the whole, the reel is average short subject entertainment. It was produced by Frank Donovan and directed by Louise Rousseau. Feature Jack Benny and "Rochester" in your advertising.

Unusual Occupations No. 4 *(Good)*

Para. (LO-4) Unusual Occupations **11 mins.**

A Londoner recreates famous royal crowns and scepters; a Connecticut woman paints with a needle and thread on linen; an Iowan builds his own "iron horse"; two Iowa girls operate a traveling beauty shop; 17-year-old Conchita Cintron fights bulls. In addition to these items, each of which is interesting, Clifford McBride, creator of the cartoon strip *Napoleon and Uncle Elby,* is shown with his dog, Napoleon, who serves as a model. Produced by Fairbanks and Carlisle, this reel should please audiences. If your local newspaper features the cartoon strip mentioned above, tie in with it. Beauty shop tieups are also possible.

FIRST RUN SHORT PRODUCT

BROADWAY, NEW YORK

(Week Beginning March 29)

CAPITOL—Forbidden Passage (MGM) rev. 3-1-41; Red Men on Parade (MGM) rev. 3-1-41; This Is England (Col.).
CRITERION—Meet the Stars No. 2 (Rep.) rev. 2-1-41; This Is England (Col.).
GLOBE—Porky's Hired Hand (Vita.) rev. 12-28-40; Henry Busse and His Orchestra (Vita.) rev. 11-30-40; This Is England (Col.).
HOLLYWOOD — The Tortoise Beats the Hare (Vita.).
PARAMOUNT—Speaking of Animals (Para.) rev. 3-15-41; This Is England (Col.); Greece Fights Back (Para.).
RADIO CITY MUSIC HALL—Australia at War (RKO-M of T) rev. 3-15-41; This Is England (Col.).
RIALTO—Motorcycle Stunting (Para.) rev. 11-23-40; Bring Him Back Alive (Para.) rev. 12-21-40; This Is England (Col.).
RIVOLI — The Tortoise Beats the Hare (Vita.).
ROXY—Playing With Neptune (20th-Fox); Fishing Made Easy (20th-Fox); This Is England (Col.).
STRAND — Greece Fights Back (Para.); This Is England (Col.).

Stranger Than Fiction No. 88 *(Interesting)*

Univ. (5378) Stranger Than Fiction **9 mins.**

The most unusual items in this reel are the novel hotel built from pieces of wreckage washed up by the sea and the Dallas inventor who has invented a device which runs an auto on a mixture of household lye and water. While the others are not as fascinating as those singled out for special mention, they are in keeping with the title of the series. Joseph O'Brien and Thomas Mead produced this subject, which can be advertised through your ads, poster display in the lobby and via mention on the marquee.

Music in the Morgan Manner *(Entertaining)*

Univ. (5227) Musical No. 7 **18 mins.**

For the first time, a well known dance orchestra is featured in this series of Musicals, and with good results. Folk in the hinterlands will get a good idea of big city stage band presentations when they see this, for it follows closely the pattern of these shows. Russ Morgan and the band are featured in a couple of numbers, then the group furnishes the accompaniment to various specialties including Modie & LeMaux, Arthur Boran, Southern Sisters and George Davis. The subject has been well photographed, and Larry Ceballos' direction is satisfactory. For theatres in average communities, it should be a welcome portion of a program overburdened with drama or comedy. Use the line, "You don't have to go to the big city to see a famous band and vaudeville," in your advertising.

Western Wonderland *(Excellent)*

Col. (2558) Columbia Tour **10 mins.**

While many of the beauties of the West have already been featured in previous travel reels, this latest effort of Producer Andre de la Varre is nevertheless highly interesting, and leaves one with the impression that this region is certainly a paradise. Best scenic shots are those of Grand Canyon and the giant Sequoia forests. The subject should stimulate Western travel this summer, for many will find it hard to resist the "urge" after seeing "Western Wonderland." Arrange tieups with travel agencies and school geography classes.

Hysterical High Spots in American History *(Fair)*

Univ. (5247) Lantz Cartune No. 7 **7 mins.**

Don't let the title mislead your patrons, for this is a Technicolor cartoon satirizing outstanding historical moments. Some of the gags are good, but most of them fall flat. Funniest is that showing Brenda and Covina, two old maids, trying to detour Paul Revere from his midnight ride into their kitchen, and repeating the process years later when modern armies march. Walter Lantz produced.

Stranger Than Fiction No. 87 *(Good)*

Univ. (5377) Stranger Than Fiction **10 mins.**

Varied and interesting are the items in this new issue, but perhaps the most outstanding are the woman who works in a railroad roundhouse, the man who invented a cow-tail holder, and the trained Brazilian Bugler which provides proof that birds do have intelligence. The reel is as good as others in this series. Joseph O'Brien and Thomas Mead produced.

Movie Magic *(Fascinating)*

Col. (2976) Cinescope No. 6 **10 mins.**

The subject matter in this Cinescope should fascinate audiences. First, the manufacturing methods of "kissable" lipstick are shown, and the reel concludes with a sequence which shows Floyd B. Thayer, inventor and manufacturer of magical paraphernalia used by magicians, busy at work in his laboratory. Many of the tricks are performed, but their secrets are not revealed. Produced by Willard Van Der Veer, with Eugene Francis handling the commentary, this subject is worthy of choice playdates, for it will help make a good program better.

. . NEWSREEL SYNOPSES . .

(Released Saturday, March 29)

PARAMOUNT (No. 61)—Benefit golf match at New Orleans; Appropriation bill rushed to President for signature; Willkie welcomed in Canada; Earl Browder starts prison term; Halifax doubts Hitler invasion success; New mediation board in Washington; Strikes across the nation.

MOVIETONE (Vol. 23, No. 58)—Steel strike; International Harvester strike; New mediation board in Washington; Willkie welcomed in Canada; Lockheed aircraft plant; Training marines; Fashions; Basketball—L. I. U. vs. Ohio State; Jalopy race at San Antonio, Texas.

PATHE (Vol. 12, No. 61)—New mediation board in Washington; Strikes at Milwaukee, Bethlehem and Chicago; Willkie welcomed in Canada; Halifax interviewed; Hawaiian post holds military review; Guayule plant seen as new rubber source; Draftees learn to handle carrier pigeons; Clippers for Britain at Seattle; Basketball—L. I. U. vs. Ohio State.

UNIVERSAL (Vol. 13, No. 966)—Strikes at Bethlehem and Chicago; New mediation board in Washington; Halifax doubts Hitler invasion success; Willkie welcomed in Canada; Machine gun production at Flint, Mich.; Draftees learn to handle carrier pigeons; Training marines; Clippers for Britain at Seattle; Easter fashions; Wrestling bout in New Jersey; Basketball—L. I. U. vs. Ohio State.

NEWS OF THE DAY (Vol. 12, No. 256)—Strikes at Chicago and Bethlehem; New mediation board in Washington; Marines in training; Brazil spurs navy expansion; Willkie welcomed in Canada; Halifax certain invasion will fail; Basketball—L. I. U. vs. Ohio State; Acrobatic class popular with Florida youngsters.

(Released Wednesday, March 26)

PARAMOUNT (No. 60)—U. S. Greeks celebrate homeland's Independence Day; Foreign propaganda burned in San Francisco; James Stewart now a buck private; Grand Coulee Dam begins operating; Prominent stage folk work for British war relief; Randolph Field honors "I Wanted Wings"; Old Natchez celebration in Mississippi; Soccer—American All-Stars vs. Botafogo Club of Brazil; Basketball—Seton Hall vs. L. I. U.

MOVIETONE (Vol. 23, No. 57)—Navy tries out biggest bomber; Chicago society women join defense movement; Air Training Program exhibition at Randolph Field (except Indianapolis, Cincinnati and Memphis); Cruiser Sydney back in Australia; U. S. Greeks parade on homeland's Independence Day; Foreign propaganda burned in San Francisco; Bridge joining Indiana and Kentucky becomes toll-free (Indianapolis, Cincinnati and Memphis only); Spring hat fashions; Skiing at Sun Valley, Idaho; Youngsters fishing in Washington state; Hockey—N. Y. Rangers vs. Detroit Red Wings.

NEWS OF THE DAY (Vol. 12, No. 255)—Grand Coulee Dam begins operating; Gigantic blast speeds new TVA dam; James Stewart now a buck private; Huge bomber tested at San Diego; Foreign propaganda burned at San Francisco; U. S. Greeks celebrates homeland's Independence Day; Soccer—American All-Stars vs. Botafogo Club of Brazil; Dog show at Fort Ord; Hockey—N. Y. Rangers vs. Detroit Red Wings; Basketball—Detroit Eagles vs. Oshkosh (Chicago, Detroit and Milwaukee only); Ohio Bobcats vs. City College (Cincinnati and Cleveland only).

PATHE (Vol. 12, No. 60)—Cruiser Sydney back in Australia; Navy tests long-range bomber; Foreign propaganda burned in San Francisco; James Stewart called to colors; Young inventors in model plane meet; Ft. Custer review held in snow storm; Grand Coulee Dam power turned on; Pet show at Ft. Ord, Calif.; Giant sea-turtle gets annual bath; Hockey—Toronto Maple Leafs vs. Boston Bruins; Royal Rosarians knight Kay Kyser (Portland and Seattle only).

UNIVERSAL (Vol. 13, No. 965)—Grand Coulee Dam begins operating; Airplanes in review at Randolph Field; Navy bomber tested at San Diego; Rush huge planes for Britain at Seattle; Model plane show at Pomona; James Stewart now in Army; Explosion at Montreal; Foreign propaganda burned at San Francisco; Acrobatic family takes bow; Pet show at Ft. Ord, Calif.; Rice sets record in two-miler.



She Captures Times Square

The heart of Times Square is captured by "That Hamilton Woman!" as evidenced by the crowds attracted to the eye-arresting painted 24-sheet board on the Alexander Korda production released through United Artists. An intensive campaign, covering practically every phase of advertising, publicity and exploitation, has been accorded the film for its New York run at Radio City Music Hall.

Uses Giant Letter to Advertise Outstanding Attractions for April

Robert Busch, manager of the Jeffery Theatre, Chicago, informed patrons of his big Sunday attractions for the month of April in a most unusual and effective manner.

Typing out a "personal message" on the regular theatre letter-head, he had it enlarged several times its normal size and several thousand copies distributed. Patrons receiving the jumbo letter were so impressed by the unusual announcement that they stopped to read every word.

Introduction to the message was a line to the effect that "this letter is big because it contains big news." Followed then a declaration that "we're proud and justly so, of the attractions we have booked for your entertainment during April. We don't believe that any finer shows can be seen at any price or at any other theatre. We have appropriately labeled April 'The Month of Sundays' at the Jeffery Theatre, as witness the following attractions, etc."

Showmen who know a good stunt when they see it will grab this one for use in their own situations, whether they intend to announce a series of attractions, one outstanding picture or a special institutional policy. It's sure-fire exploitation, take it from Busch.

Two Clowns, Red Wheels, Form Selling "Props" for "Chad Hanna"

When "Chad Hanna" played the Nile Theatre, Bakersfield, Calif., Manager Bob Cotton hired two local tumblers and comedians, dressed them as clowns, and sent them out on the street to amuse pedestrians with their antics.

During a roving reporter broadcast, the clowns were interviewed. They took advantage of the occasion to plug the picture.

In view of the fact that the picture was adapted from *The Saturday Evening Post* story, "Red Wheels Rolling," Cotton wanted to emphasize this fact. So, collecting several old wagon wheels, he had them painted red and rolled around the street, with the "roller" carrying a sign on his back announcing the showing of "Chad Hanna."

Pechner Serves New Hot Beverage to Chilled Patrons

Referring to a Nestle's food giveaway as "one of the cleanest deals I have ever seen," Manager Warren Pechner of the California Theatre, Berkeley, recently warmed his chilled patrons (it was a cold and rainy day) by serving Nescafe, a new Nestle's hot drink, in the foyer.

Plugging the stunt in newspaper ads and in poster displays in advance, Pechner believes it helped draw additional business.

The promotion was gratis, with Nestle's paying for the entire deal and furnishing attractive young ladies to serve the drink. Patrons were not solicited directly. Such action was unnecessary, for they were in the right mood for the beverage and approached the stand without any persuasion.

It is possible that Nestle's may be willing to work with other exhibitors on the same basis as in Berkeley. At least it won't hurt anything for you to contact their nearest representative for his views on the matter. It is both a good stunt for them and for you.

Kidwell Boosts Business With 'Kitty Foyle' Popularity Contest

Manager E. L. Kidwell of Schine's Kent Theatre, Kent, Ohio, conducted a "Kitty Foyle" popularity contest in advance of playdates for the Ginger Rogers film. In cooperation with a local establishment, a $16.75 dress was given away to the winner.

Voting blanks were distributed at the theatre and at the dress shop. A two-column, six-inch ad describing details of the contest was run twice in the local newspaper one week prior to the film's opening. The name of the winner was announced from the stage. Scores of entries and hundreds of votes were received by the theatre.



Kilgore's Novel 'Convoy' Front

Here is part of the novel exploitation stunt arranged by Manager Robert Kilgore of Loew's Palace Theatre, Memphis, Tenn., for RKO Radio's "Convoy." Note the special anti-aircraft gun mounted on the marquee. On the street is a British flag display and a special float with mounted battleship.

Distribution of Blotters Increases Business on 'Love Thy Neighbor'

To advertise the showing of "Love Thy Neighbor" at the Oakwood Theatre, Toronto, Manager A. Easson had 5,000 blotters printed, distributed them to schools, banks, real estate offices, taxi stands, hotels, restaurants.

He played the picture as a single feature except for Friday evening, at which time he added a revival, "The Women." Then on Saturday, for the kids, he added a western, "Bullets for Rustlers."

To his surprise, Easson did a bigger business than he had expected, and the Saturday matinee was the largest he has had in many weeks.

LADY FROM NEW ORLEANS

A REPUBLIC PICTURE



JOHN WAYNE • ONA MUNSON

RAY MIDDLETON • HENRY STEPHENSON • HELEN WESTLEY

Bernard Vorhaus — Director

Hollywood

STR West Coast Offices Guaranty Building 6331 Hollywood Blvd. Hollywood, Calif. Telephone, Hollywood 1390

. . . Program Notes From the Studios . . .

Shirley Temple will make her MGM bow in "Babes On Broadway," with Mickey Rooney and Judy Garland, under the direction of Busby Berkeley. Production is set to start within the next three weeks. Arthur Freed will produce.

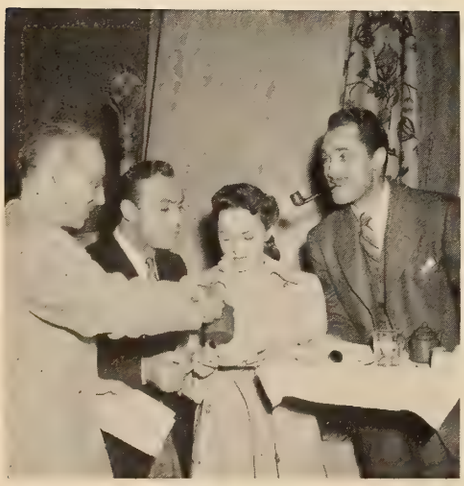
Republic has lifted the options of Roy Rogers and George "Gabby" Hayes for another year's series of eight historical westerns. Their next picture will be "Sheriff of Tombstone," which Producer-Director Joe Kane will put in work this week. Roy and "Gabby" have played in 14 westerns together.

Kenneth Howell has been awarded the romantic lead in "Hurry, Charlie, Hurry," Leon Errol's new starring vehicle now in production at RKO. Howell joins a cast that includes Mildred Coles, Cecil Cunningham, Eddie Conrad and George Watts.

Polly Ann Young, Terry Walker and John McGuire have been signed for important roles in Monogram's "Phantom Killer," starring Bela Lugosi.

Edward Dmytryk's first directorial assignment under his new Columbia contract will be "Betty Co-ed," forthcoming filmusical which is to feature Ruby Keeler, Harriett Hilliard and Ozzie Nelson and his band.

Dorothy Lovett, who has played the feminine lead in four of the "Dr. Christian" pictures, was re-signed to enact her role of "Judy" for the fifth time in the new untitled Jean Hersholt starrer, which is slated for immediate production. Erle C. Kenton directs for Stephens-Lang Productions.



Tea Time

Between scenes of "Skylark," in which he is currently working at Paramount, Brian Aherne (right) takes a tray of tea over to members of the "Hold Back The Dawn" company. Director Mitchell Leisen is shown here filling the cups of two of his stars, Charles Boyer and Olivia de Havilland.

William LeBaron has tagged Betty Grable, Henry Fonda, Cesar Romero and Carmen Miranda for his Technicolor Musical "Caribbean Cruise," his first production assignment at 20th Century-Fox. LeBaron expects to sign other big supporting names to round out an all-star cast. Mack Gordon and Harry Warren will write the music.

Judy Canova, brilliant eccentric singing comedienne, was signed to a contract by Paramount for one picture annually for five years. She scored a big hit in Republic's "Scatterbrain," and is reported to have surpassed even that in her soon to be released "Sis Hopkins" for the same studio.

Jack Oakie reports to Warner Bros. for wardrobe fittings and conferences on the script of "Navy Blues," in which he will be co-starred with Ann Sheridan, Eddie Albert and Jack Haley. Oakie recently completed his role in "The Great American Broadcast," at 20th Century-Fox, his home studio.

Smiley Burnette, Republic's Western comedian, will make his first Canadian personal appearance tour upon completion of "Singing Hills."

Therese Wright, young New York stage actress, has been signed to a long-term contract by Samuel Goldwyn. First assignment will be the role of Bette Davis' daughter in his forthcoming production of "The Little Foxes."

Taking advantage of the clear weather following the rain, Clarence Brown has ordered MGM's "The Uniform" company to report for several days of outdoor shooting. The picture co-stars Clark Gable and Rosalind Russell.

Edward H. Griffith, Paramount producer-director, has set May 1 as the starting date for "Dildo Cay," which will star Dorothy Lamour and Stirling Hayden.

Abbott and Costello check in at Universal in a few days for the top roles in "We're in the Navy Now," scheduled to roll within the next two weeks. The Andrews Sisters will also appear in the picture which will be directed by Arthur Lubin.

Phil Silvers has been given a featured role in MGM's "Lady Be Good," joining a cast which includes Eleanor Powell, Ann Sothern, Robert Young, Lionel Barrymore, John Carroll, Red Skelton, Rose Hobart, Reginald Owen and Connie Russell. Norman McLeod is directing under the production supervision of Arthur Freed.

Columbia is negotiating with Edward G. Robinson for the lead in "Let the Eagle Scream," a comedy gangster yarn, as soon as he finishes in "Manpower."



"Here's How It Goes"

Joan Crawford and Director George Cukor talk over a scene from MGM's "A Woman's Face" in which Miss Crawford stars. Melvyn Douglas has the leading male role.

Durbin, Laughton in "Almost an Angel"

Universal has announced "Almost an Angel" as Deanna Durbin's next starring vehicle, in which she will be co-starred with Charles Laughton. Joe Pasternak will produce, with Henry Koster directing from the Norman Krasna screenplay.

The studio's plan to team Deanna with Charles Boyer had to be abandoned due to Boyer's commitments at other studios. William Seiter, who was to have directed the Durbin-Boyer picture, will instead have as his next, "His Butler's Sister," which Bruce Manning will produce.

Miss Durbin will marry Vaughan Paul in April, and the production start is set for June, on her return from a wedding trip.

Henie Before Cameras

"Sun Valley," starring Sonja Henie, went before the cameras at 20th Century-Fox under the direction of Bruce Humberstone. Other leads in the cast include John Payne, Milton Berle and Glenn Miller and his Band.

Army Accepts Training Films

The Motion Picture Production Defense Committee has received word that the War Department has officially accepted the first two Army training films produced by the Research Council of the Academy of Motion Picture Arts and Sciences.

Wood Starts Casting "Kings Row"

Sam Wood reports to Warner Bros. to start casting on "Kings Row," after extensive conferences with studio executives concerning the script, which is now ready for shooting. Wood expects to spend the next ten days making tests of leading and supporting players.

WANDERING AROUND HOLLYWOOD

with the "Oldtimer"

Harry Sherman has done the impossible. He's signed Brad King, a REAL cowboy, to play the role of Johnny Nelson, another Clarence E. Mulford character in the "Hopalong Cassidy" series. Sherman's new discovery has never been before the cameras, but holds rodeo awards in riding and roping. He looks like a good bet.

Never a dull moment on the Warner lot. Now that Annie Sheridan is back in the fold, we understand Humphrey Bogart has been suspended after turning down the role assigned him in "Bad Men of Missouri." We wonder what "Bad Man Bogart" has against the state of Missouri.

Here's a team that looks like a natural for anyone's dough—Mary Lee and Leni Lynn, Republic's 16 year old singing stars, who will appear together in "Angels With Broken Wings," forthcoming musical; a couple of swell kids with a million dollars worth of talent.

"Slapsy" Maxie Rosenbloom, former light-heavyweight boxing king and in recent years movie and night club cut-up, has been signed by Columbia to headline "Harvard Here I Come." We can now look forward to some more wise-cracks from Harvard.

The start of production on "The Little Foxes" will be a memorable date in Hollywood, for it will mark Samuel Goldwyn's resumption of picture-making after a year of inactivity. Cameras are scheduled to roll April 15, with Bette Davis in the top role and William Wyler directing. Releasing deal has not been set, as yet.

Don't be surprised if the announcement comes through that Eddie Sutherland has been signed by RKO, on a one picture deal.

If the Draft keeps on blowing, Uncle Sam will have enough picture people to make the top "super-colossal" epic of all time, and with the salaries he is paying, he should be able to bring it in for about ninety-nine bucks.

Lesser Signs Schunzel

Producer Sol Lesser has signed Reinhold Schunzel to direct his next United Artists production, "Strange Victory," which will star Martha Scott. Camerawork is scheduled to start early in May.

Bretherton to Direct "Sheik"

Howard Bretherton was signed by Producer Harry Sherman to direct "The Sheik of Buffalo Butte," second in the 1941-42 Hopalong Cassidy series starring William Boyd.

"My Gal Sal" for Kane

20th Century-Fox has placed "My Gal Sal" on the schedule of associate producer Robert T. Kane. Sam Hellman has been assigned to write the screenplay.



By the Candle-Light Gleaming

It doesn't take the added light of a candle to see what Lou Costello is yelling about as beautiful Evelyn Ankers adjusts her hosiery between scenes of Universal's hilarious comedy, "Oh, Charlie," in which Costello shares starring honors with his partner, Bud Abbott.

Victor Young Re-signed

Victor Young, one of the film industry's outstanding composers and musical conductors, has been re-signed by Paramount for two more years. Young recently completed the musical score of "I Wanted Wings," and now is at work on "Kiss the Boys Goodbye," co-starring Don Ameche and Mary Martin.

Starrett Returns to Columbia

Charles Starrett returns to Columbia under a contract calling for starring roles in three Western films this season, together with a proviso that he will star in ten next year and nine the year following. The first three will be based on James Rubel's novel, "The Medico of Painted Springs." William Berke, who supervised production of Republic's Gene Autry films for four years, will produce.

O'Brien Joins "Parachute" Cast

Edmond O'Brien has been assigned to one of the major roles in RKO's forthcoming feature, "Parachute Battalion," which will be directed by Leslie Goodwins. The cast also includes Robert Preston, Nancy Kelly, Harry Carey and Buddy Ebsen.

Santley Megs "Puddin'head"

Republic has assigned Joseph Santley to direct Judy Canova's next starring vehicle, "Puddin'head," set to go before the cameras April 15. Santley's last picture at the studio was "Rookies on Parade," now in the cutting rooms.

Carol Hughes in "Landing"

Jed Buell has signed Carol Hughes for the top feminine role in "Emergency Landing," his second feature for Producers Releasing Corp. The picture rolls this week under the direction of William Beaudine.

Waggner Gets 3-Way Deal

George Waggner has been signed by Universal to a three-way deal as producer, director and writer. Waggner's last two assignments at the studio were "Man Made Monster" and "Horror Island."

HOLLYWOOD STUDIO ROUND-UP

The "GO" signal was given to thirteen new pictures this week. This is the largest number in several months and is regarded as a forerunner of the activity which will take place in the studios between now and the end of the summer in preparation for the selling of pictures five at a time under the consent decree.

METRO-GOLDWYN-MAYER

MARX BROTHERS (Untitled) — Principals: Marx Bros., Tony Martin, Virginia Grey. Director, Chuck Riesner.

MONOGRAM

PHANTOM KILLER — Principals: Bela Lugosi, Polly Ann Young, John McGuire. Director: Joseph Lewis.

PARAMOUNT

BUY ME THAT TOWN—Principals: Lloyd Nolan, Constance Moore, Albert Dekker. Director, Eugene Forde.

PRODUCERS RELEASING

EMERGENCY LANDING—Principal: Carol Hughes. Director, William Beaudine.

RKO-RADIO

A CERTAIN MR. SCRATCH—Principals: Thomas Mitchell, Walter Huston, Anne Shirley, James Craig. Producer-Director, William Dieterle.

PARACHUTE BATTALION — Principals: Robert Preston, Nancy Kelly, Edmond O'Brien. Director, Leslie Goodwins.

REPUBLIC

A GAY VAGABOND—Principals: Roscoe Karns, Ruth Donnelly. Director, William Morgan.

SHERIFF OF TOMBSTONE—Principals: Roy Rogers, George "Gabby" Hayes. Producer-Director: Joseph Kane.

20th CENTURY-FOX

SUN VALLEY—Principals: Sonja Henie, John Payne, Milton Berle, Glenn Miller and His Band. Director, Bruce Humberstone.

UNIVERSAL

TIGHT SHOES — Principals: Broderick Crawford, Anne Gwynne, John Howard, Binnie Barnes. Director, Al Rogell.

WARNER BROTHERS

FLIGHT PATROL — Principals: James Stephenson, Ronald Reagan, Olympe Bradna. Director, Lothar Mendes.

BAD MEN OF MISSOURI—Principals: Dennis Morgan, Wayne Morris, Jane Wyman. Director, Ray Enright.

DIVE BOMBER (Tech.)—Principals: Errol Flynn, Fred MacMurray, Ralph Bellamy, Robert Armstrong. Director, Michael Curtiz.

Tent No. 10—Indianapolis

(*Continued from Page 12*)

thanks to the splendid entertainment being arranged each week by Carl Niesse. Last week the freaks from a Ripley show now appearing in town formed the main attraction. Curt Butler tried to imitate the rubber man but was unsuccessful.

A beautiful bronze plaque has been installed in the Medical Center in recognition of the donation made by the Variety Club by means of which the Medical Center was able to get its blood bank started. Another plaque is to be installed at the headquarters of the Board of Education in recognition of the Variety Club's donation for the purchase of equipment to aid underprivileged children.

Next regular meeting will be on Monday, March 31. Irv Fendrick has been serving wonderful feeds at all meetings. Last Monday night he was host with the usual splendid feed.

Tent No. 11—Washington

Chief Barker Hardie Meakin continues to plague the local members with leaflets, bulletins and memos about the conclave and you can rest assured that Hardie will leave no unturned stones in routing out a grand turnout to the Atlantic City meeting.

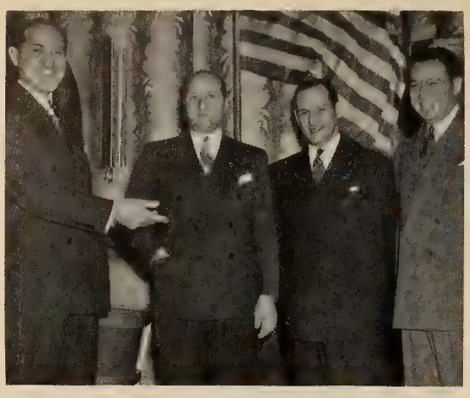
You've still got a chance to make a hotel reservation for the Rudy Berger Testimonial, but please hurry. Just in case you forgot, the affair is for our popular welfare chairman, Rudy, who is district manager for Metro and who has put forth thirty years of honest, courageous and efficient dealings with the folks in our trade. Time: 7 p.m., April 7. Place: Willard Hotel, main ball room, Washington, D. C. It's stag. It's $5 per. It's going to be colossal, stupendous and magnifico.

Tent No. 12—Minneapolis

These are lively Variety Club days and nights, with entertainments of various kinds and many members already making plans to attend the national convention at Atlantic City in May. Chief Barker Ben Blotcky reports that the "Gold Rush Days of '49" affair was a success. "It was well attended, over 600 people enjoying it," he said. In a bulletin just issued he complimented and thanked the committee for their work "in not only putting on a good show and in selling so many tickets, but also in raising a considerable amount of money for the Charity Fund."

The next "King-for-a-Day" Luncheon is scheduled for April 14. Harry Dickerman and Paul Mans, exhibitors, are the "kings."

Club guests have included Bobby Morris, comedian, and Sherry Brittin, feminine star, from the Alvin theatre, and Joe Reichman, the orchestra leader, from the Orpheum. Cress Smith, RKO western division sales manager, also put in an appearance. So did Rud Lohrenz, Warner Brothers' district manager; members of the Chapman clan here for the wedding of "Hy's" daughter ("Hy," you know, is Columbia branch manager), Joe Rosenberg, the new Constance Bennett Cosmetics theatre-giveaway man, and Myer Stern, Omaha "Bank Night" distributor, here to visit his brother, J. L., Majestic Exchange owner.



National Convention Golf Chairman Sam Galanty presents his triple threat. These turf destroyers threaten to give old man par a terrific beating at the Convention tourney. Left to right are Galanty, Charles Schulman, Ed. Melniker and Ned Bord.

Tent No. 17—Dallas

Those gallant little defenders of democracy, the Greeks, are coming in for their share of Variety Club activities this week as the entire membership of Tent 17 is behind the Greek War Relief drive 100 per cent. Texas is expected to oversubscribe its $40,000 quota handily with midnight shows, lobby collections, sporting events and dances.

Since Tent 17 now embraces all of Texas, Chief Barker Paul Short has appointed five new personal representatives to take care of the club's interest in various parts of the state. The care-takers include Rufus Layton, Childress; Furmon Wolf, Clarksville; Judge Roy Walker, Lampasas; Sanford Hodge, Stamford, and Mart Cole, president of the Cole Circuit and partner with the Jefferson Amusement Company, Rosenberg.

Tent No. 18—Dayton

A sneak Hollywood preview for the benefit of the Greek War Relief fund was sponsored in Dayton by Tent 18. Chief Barker Bill Keyes was chairman, aided by Roy Wells, Ev Bennett, and Bill Clark. All of the 22 theatre owners and operators in Dayton cooperated with the Variety club in sponsoring the event. Two of the newspapers, the *Journal* and the *Herald*, gave free advertising space.

An incubator ordered last December has finally been presented to St. Elizabeth Hospital. Failure to get materials because of defense demands held up manufacture of the incubator.

Johnny Collins, wrestling promoter, returned this week from Hot Springs. Harry Condron and Al Harper have been placed in charge of reservations for the national convention. Considerable interest has been shown around the tent relative to the coming event.

Tent No. 21—Atlanta

At a recent meeting of the Board of Directors the following committees were set up and approved to serve for the remainder of 1941:

Finance Committee: R. B. Wilby, Chairman; J. H. Harrison, Harry G. Ballance, Willis J. Davis, J. F. Kirby and Dave Prince. **Membership Committee:** Charles E. Kessnich, Chairman; J. H. Harrison and Harry Graham. **Publicity Committee:** Earle M. Holden, Chairman; Jimmy Thames, T. H. Read, Lee Rogers and Ernest Rogers. **Welfare and Sympathy Committee:** E. E. Whitaker, Chairman; Fred Coleman, R. H. Ford, Tom Bailey, T. L. Davis, J. S. Laird. **On To Atlantic City Committee:** Harry G. Ballance, Chairman to select any Barkers needed to serve from time to time. **National Convention Committee:** Harry G. Ballance and Earle M. Holden. **New Members Committee:** Roy M. Avey, Chairman; O. C. Lam, Col. Thos. E. Orr, John Mangham, R. H. Ford, J. F. Kirby, Henry B. Glover, T. X. Jones, Hubert M. Lyons, Henry B. Moog, Jack Price. **House Committee:** Harry G. Ballance, Chairman; R. B. Wilby, Charles E. Kessnich, R. L. McCoy, John Ezell, Dave Prince, T. L. Davis, Roy Avey, E. E. Whitaker. **Golf Committee:** Riley Davis, Chairman; Carl Floyd, J. H. Harrison, O. C. Lam, Hugh Manning, Kermit Stengel, A. C. Bromberg, Collett H. Munger and Thomas E. Orr. **Heart of Variety Committee:** Arthur Lucas, Chairman; R. B. Wilby, Charles E. Kessnich, Earl Mann, Wm. M. Kemp. **Sound Truck Committee:** Sid Reams, Chairman; R. L. McCoy, Jake Pries, Paul S. Wilson, John Ezell, Jr., H. T. Spears and J. F. Kirby. **Audit Committee:** R. G. McClure, Chairman; Tom Lucy and H. T. Spears. **Entertainment Committee:** Lex DeVeston Benton, Chairman; J. B. Dumestre, Jr., Andrew Fiore, M. McRae, Lionel H. Keene, Paul A. King, John S. Lucas, Jake Pries and Herman Steinichen.

Tent No.22—Oklahoma City

Barker Otto Rohde, branch manager for Warner Bros., announced that theatres in all parts of Oklahoma held special Greek War Relief benefit midnite previews this week. All proceeds of these shows were for the Greek War Relief. Oklahoma City movie houses took up special collections and ran trailers for the drive, and some theatres held special previews also, Rohde said. Barker Horace Falls, assistant general manager of the Griffith Amusement Co., is the other state co-ordinator of the program.

Tent No. 23—Boston

A grand welcome is being planned for National Chief Barker John H. Harris and First Assistant Chief Barker Bob O'Donnell who will visit Boston to formally induct Tent No. 23 into the national organization Monday evening, March 31st, in an impressive ceremony at the Hotel Statler to be attended by more than two hundred of New England's most prominent showmen.

The new Boston tent, headed by Martin J. Mullin of M & P Theatres, has already planned a list of activities that will give it top ranking among its brother tents.

Tent No. 24—Charlotte

The big event of the week was the open house extended to the employes of all the film exchanges, at which the resident managers played host to their gangs. Following inspection of the new quarters, the managers loosened up the hands on their B.R.'s and did the honors for their guests. In fact Benn Rosenwald of Metro cracked several bottles of champagne for his mob. On account of the limited facilities half of the exchanges' personnel attended on Monday afternoon and half on Tuesday. All hands had a grand time and expressed their opinions that the Club has really done a grand job of getting started.

Visitors during the week included Wally Man of Dallas Tent No. 17 and Don Reed, new 20th-Fox short subject manager, from Atlanta.

The turn out for the Saturday night frolic which will be a permanent feature of the club's social activities was excellent. In addition to the dancing several Tip Boards were disposed of.

The entertainment committee has reported favorably on an Easter Charity Show to be held at the Hotel Charlotte, Friday evening, April 18. Don Bestor and his orchestra will furnish music for the dancing with a floor show, door prizes for the ladies and gents as well, and many other gags to be announced later. Al Burks has been added to the entertainment committee.



First social get-together and ladies night of the newly formed Boston Variety Club, Tent No. 23, was held in the Hotel Statler Ballroom recently. The photograph shows what a big crowd attended.

STR PRESENTS

A MONTHLY

SECTION

of

THEATRE EQUIPMENT and MAINTENANCE

BUY NOW!

THAT headline doesn't mean what the identical words connoted, back yonder when wishful thinkers tried to slogan prosperity back to a depression-ridden world. The same two words now are not an appeal for spending money for something out of patriotic or altruistic motives. Now, they mean a warning to place your orders for things you need to keep your theatre going.

This journal has issued many warnings of the effects which might well be expected as a natural result of the defense program. Months ago (STR, Aug. 17, 1940) we broke that story. It was based on the solemn, but not publicly expressed, conviction of persons whose business and associations make it possible for them to estimate the course of events calculated to have long-range influences.

Many a word of agreement with the whole matter has reached us from time to time as the warning of possible shortages and rising prices was repeated in these pages. On the other hand, some couldn't agree with the reasoning that the defense program would directly touch theatre operation and building.

Possibly some of the latter recently have had occasion to inquire about deliveries, or even to place an order, with one of many firms which are so busy with defense work that all such inquiries or orders merely bring back a form letter reading somewhat as follows: "Defense work here at our plant is becoming an increasing part of our total production . . . to help us maintain appropriate priorities, can you please note on your orders whether the material is required for defense, the Government priority number . . ."

That is quoted from a form letter now being used by a company which for many years has supplied important equipment used in theatres.

Which, we think bears out what we've been advising: that buying now not only means buying at less cost than later, but delivery of the goods when you need them. We are presenting a convenient means for theatremen to canvass the whole market for equipment. The directory we have prepared and which is published in this issue strikes the practical note characteristic of STR service. The listings are confined to specialized theatre equipment, and you will find the directory uncluttered by a miscellany of names and addresses of firms whose products are used in theatres as well as homes and factories and public buildings, and as such are supplied by or through local contractors, hardware or janitor or plumber supply stores. We give you a "Where to Buy Directory" in which you can quickly and conveniently find the sources of supply of "specialized" theatre equipment, now when you can use it to good purpose.



AMERICAN SEATING'S exclusive new development

Feather Foam Front

establishes a new era in theatre seat comfort

ONCE again American makes theatre chair history. This time with *Feather Foam Front* seats—seats made many degrees softer and more comfortable through elimination of hard steel wires and rolled or packed stuffing across the front. *They take the pressure off the Popliteal!*

No premium price is asked for these chairs. They demonstrate American's policy of giving more value for every seating dollar. *Feather Foam Front* is another plus advantage you get when you buy American Bodiform, Commodore, Zephyr or Zenith theatre chairs. New beautiful color schemes . . . streamlined designs. See these truly superior theatre chairs!

AMERICAN SEATING COMPANY GRAND RAPIDS MICH. U.S. PAT. OFFICE

American Seating Company

GRAND RAPIDS, MICHIGAN

World's leader in public seating • Manufacturers of Theatre, School, Auditorium, Stadium and Transportation Seating

Branch Offices and Distributors in Principal Cities

Today Is 1941 Model Newsreel Theatre

Influence of All-Shorts Programs Noted In Design of New Chicago Playhouse

WHEN a patron enters Chicago's newest newsreel theatre, named appropriately enough, TODAY, he discovers that every conceivable innovation in engineering skill and the decorative arts have been combined to make it one of the most modern playhouses in the country. Because it is the latest Loop theatre to be erected since the advent of sound—it opened on February 28—the theatre is equipped with every invention known to acoustical science.



Dick Beck

Lighting of the auditorium is particularly unique in that virtually all illumination comes from the reflected glow of so-called "black light" on the murals executed in fluorescent paints which feature sidewall decorations.

Another innovation in the 325-seat house is the presence of numerals woven into the aisle carpets indicating the number of the row, starting from the rear of the auditorium.

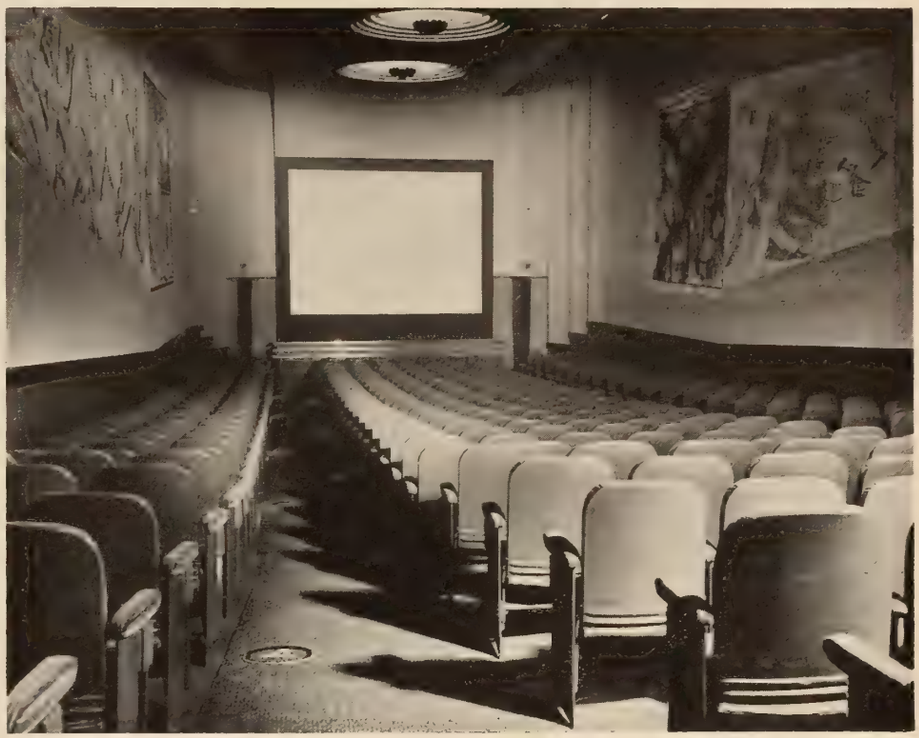
Provide for Large Turnover

Seats are padded with air-form rubber. Space between rows is unusually wide so that patrons can enter and leave without disturbing their neighbors, in a house where the turnover is unusually large.

Ultra-smart, yet simple, is the decoration of downstairs lounge. An innovation in murals is a mountage of theatrical posters of well-known films, which forms an effective pictorial background for the lounge seats. Beyond the lounge are the restrooms equipped with ultra-violet ray self-sterilizing equipment.

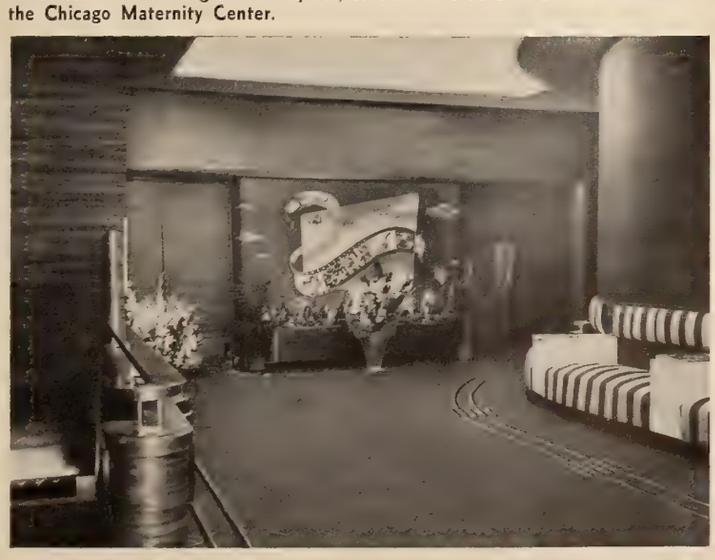
Today scored another "first" when it adopted fluorescent lighting for the marquee ceiling. In winter, the tubing must be heated to prevent freezing, but, in the summer, when ordinary lamps produce extraordinary heat, the improved lighting will give off no heat whatever. The terrazzo floor extends from the vestibule to the curb under the marquee, making passersby feel that they are already inside the

(*Continued on page* 45)



Today seats 325 persons and runs hour long programs of latest news and short subjects. It is the only theatre in Chicago to utilize air express whereby latest newsreels are regularly rushed from New York to the Loop. "Pushback" seats are padded with air foam rubber, and space between rows is unusually wide. A notable and practical innovation is the aisle indicator plan using numerals woven into the rug. Special emphasis was placed upon acoustics and auditorium lighting during the show. Practically the only illumination in the auditorium comes from the reflected glow of "black light" on the fluorescent-painted murals on the wall.

The lobby of Today, below, is both inviting and attractive. Particularly notable is the sense of "living space" in the simply decorated and comfortably furnished room through which patrons of the new Chicago newsreel theatre pass to the auditorium, or to lounge for a bit. The modern note is carried out expertly in arrangement of a highly utilitarian theatre lobby. The several bouquets of flowers in evidence in this flash made on opening night found their way into Today despite the fact that owner Dick Beck wrote letters to all purveyors planning to send posies urging them to earmark the money for charity instead. As a result of Beck's gracious request, several hundred dollars were realized for the Chicago Maternity Center.





Simple, sleek and smart is Today's downstairs lounge, illustrated above. Latest magazines are provided for patrons. Beyond the lounge are ultra modern restrooms whose fixtures are equipped with special ultra-violet ray self-sterilizing devices. A wall decoration that is both ingenious and interesting is the mountage of posters seen in the background of the photo above. The mural is semi-permanent: that is, from time to time one or two posters will be changed. The decoration is made up of old picture one and three-sheets which Owner Beck and Designer Dave Chapman selected down on Chicago's film row. The surface is lacquered. Chapman says he and Beck had lots of fun selecting and arranging the posters.

Don't Let This Happen To You

Ten Year Record of Theatre Fires Reveals Chief Potential Hazards in Unused Rooms, Basements

Theatre fires start from a variety of causes and although the specific source of the spark which set a house afire cannot be ascertained, a study of the record of the more serious fires of the past ten years would indicate that there are many potential dangers which the theatreman must guard against. Outstanding of all these, according to a report issued by the National Fire Protection Association, are unused rooms, basements, organ lofts and other openings seldom visited and where an accumulation of inflammable material offers a likely source of spontaneous combustion and rapid spread.

In the tabulation on this page all fires in the past ten years which involved a loss of $25,000 or the loss of several lives have been included.

A study of the tabulation reveals another salient fact, already known to many theatremen but often forgotten: The highly inflammable nature of motion picture film. Also, the very nature of the construction of a theatre with large open spaces offers a fatal opportunity for flames to spread by drafts and the air that is so necessary in the house when it is in use.

Ten Year Record Of Theater Fires

Date	Location	Cause	Loss
3-10-30	Chinkai, Korea	Motion picture film ignited in hall and panic followed. There was only one small exit which was soon choked by those seeking to escape.	105 lives
4-10-30	Bluffton, Ind.	Unknown—fire originated on balcony. Building was a total loss.	$40,000
4-13-30	Woburn, Mass.	Defective wiring to speakers for talking pictures. Fire ignited top of motion picture screen and spread rapidly over burlap coated wall of theatre drawn by the draft of the exhaust fan.	$50,000
2-4-31	Fitchburg, Mass.	Unknown—fire originated in boiler room in basement.	$100,000
3-2-31	Saugus, Mass.	Unknown—fire originated in basement.	$50,000
3-15-31	Arkadelphia, Ark.	Unknown.	$75,000
5-22-31	Westfield, N. J.	Unknown—fire originated in organ gallery.	$100,000
9-8-32	Oakland, Calif.	Operator in projection booth removed reel and threw it into metal container. It struck the edge of the container and burst into flames, probably from a spark struck.	$25,000 2 killed
11-22-32	Madrid, Spain	Short circuit in motion picture sound apparatus.	$320,000
1-3-33	Brooklyn, N. Y.	Abnormal friction is believed to have ignited film in projection room.	$25,000
2-10-33	Toledo, Ohio	Unknown.	$120,000
9-25-33	Berwick, Pa.	Unknown—fire originated in basement dressing rooms which had been unused for several years.	$76,649
6-15-34	Columbus, Ohio	Incendiary—fire originated on stage section.	$95,138
4-20-35	Clarksville, Tenn.	Unknown.	$66,186
5-1-36	Lawrence, Mass.	Exposure—considerable water damage caused when firemen were obliged to turn water on curtains to prevent the spread of the fire.	$50,000
5-7-36	Calais, Maine	Unknown—fire started in unused room at rear of building and spread rapidly to the attic. Adjoining buildings were badly damaged also.	$65,000
9-10-36	Childress, Texas	Unknown.	$58,000
2-4-37	Carrollton, Ky.	Unknown—fire originated on second floor two days after flood waters had receded.	$65,650
5-22-37	Malden, Mass.	Carelessly tossed match by patron when leaving. Interior of theatre gutted.	$50,000
10-15-37	Bath, Maine	Unknown—thick fire wall confined fire to theatre section.	$60,000
1-30-38	Herrin, Ill.	Unknown—total loss to theatre.	$130,000
5-8-38	Addison, Maine	Unknown—fire started in theatre and spread, destroying seven buildings and damaging two others.	$125,000
2-15-39	Somerville, Mass.	Defective electric wiring—fire occurred under the motion picture booth. Firemen had to pull down balcony sheathing to reach fire which apparently had been burning for some time before fire department was notified.	$30,000
3-5-39	Mt. Carmel, Ill.	Workman, welding an insulated cold water tank used in connection with the air conditioning equipment located in addition, set fire to insulation. Floors, stage and roof completely destroyed.	$29,000
9-1-39	Tulsa, Okla.	Unknown—fire apparently originated on stage and when fire department arrived on scene fire was spreading rapidly.	$46,000
1-25-40	Shinnston, W. Va.	Incendiary—three boys confessed to setting fire to trash in furnace room under stage to cover a theft of money.	$35,800
3-10-41	Brockton, Mass.	Unknown—employees discovered fire in janitor's room in basement. Fire extended up through hollow spaces at interior pilasters to the large concealed space over auditorium. While a considerable number of firemen were in the balcony attempting to extinguish the fire in the ceiling space, a portion of the auditorium roof suddenly collapsed, killing 13 firemen and injuring many more.	———

the HINT COLUMN

Methods, Ideas and Suggestions That Are Good for What Ails Equipment, Maintenance and Theatre Operation

Janitor Service

Cleaners can save their employers quite a sum of money each year by washing and drying soiled rags and using them again.

Cleaners will find that one cup or a handful of soap powder to a pail of water is ample for mopping floors. Remember, that too much soap is just as harmful as too little.

When floors are comparatively clean, warm water alone, without soap, is all that is necessary, provided of course, that the mop is clean.

Cleaners should report regularly torn seats, protruding objects, such as nails, etc., on seats, which might cause damage to patrons' clothing.

Cleaning supplies should be stored away safely and inventoried so that the management can check on the quantity used from month to month.

Cleaning supplies should be ordered in sufficient quantities to assure lower prices and additional discounts.

Employes should be encouraged to turn in articles lost in the theatre.

Porters should be provided with kit boxes containing sufficient supplies of cleaning materials and tools, in order to save their time in walking back and forth from where they are working to the storeroom.

Cleaning of the theatre should adhere to a definite schedule every day, which includes every part of the house. By following such a routine, no part of the theatre will remain uncleaned for any great length of time.

Night porters should be equipped with a cleaning light or lights and should be instructed never to use the houselights for this purpose.

Cleaners should immediately inform the manager of the discovery of vermin or rats in and around the theatre. It is far better to hear this from an employe than from patrons.

In certain cases, water may be added to liquid soap used in rest rooms and still not impair its cleansing qualities.

On weekend matinees when you play to a large number of children it might be a good idea to cut down or dispense with the supply of paper towels in the rest rooms.

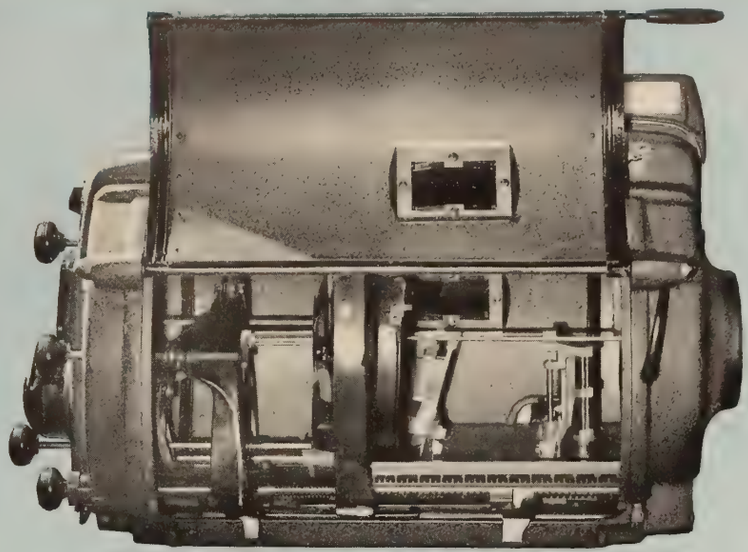
Motiograph Announces Drive-In Sound System

Motiograph, Inc., has developed a new sound system for drive-in theatres based on a new method of sound reproduction as far as theatre use is concerned. The sound-on-film will be broadcast to the audience by radio transmitter and received by the audience in individual radio receivers located in each automobile.

The carrier current radio transmitter is similar to those used in telephoning to moving trains. It transmits on a single frequency far outside the ordinary radio broadcast range.

Receivers are contained in portable radio type cabinets which have no tuning dials and which pick up only the signals from the theatre's own radio transmitter.

The output of volume of receivers has been planned to be adequate to serve four or five people in each car and quality of sound output is said to be superior to that obtainable from the average portable receiver.



Simplex HIGH

One Kilowatt
INTERMEDIATE CAPACITY
PROJECTION ARC LAMP

Projects twice as much light as the low intensity with but slight increase in operating cost . . . Why let your theatre stay handicapped any longer? You may *think* your patrons can't tell the difference, but once let them see the remarkable transformation on the screen with the Simplex High—the light doubled, snow-white, sparkling, crisp . . . and *you'll* see the difference at your box office.

ESSENTIAL TO THE SATISFACTORY PROJECTION OF COLORED PICTURES

DISTRIBUTED BY NATIONAL THEATRE SUPPLY COMPANY

There's a Branch Near You





Top Feature or Class B Picture, you'll gross more if patrons relax in the cushioned luxury of seats upholstered in *Chase Velmo*. *Velmo* retains its easy-to-keep-clean brightness for thousands upon thousands of performances.

As an "Extra Feature", *Velmo* is sound-absorbing ... smaller "off day" audiences enjoy full-house acoustics!! Why not write for prices and samples today?

CHASE Velmo upholstery

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BRANCHES: • BOSTON • DETROIT • CHICAGO • LOS ANGELES
MILLS: TROY, NEW HAMPSHIRE • SANFORD, MAINE • READING, MASSACHUSETTS

Courting the Law

By Herman N. Rabinowitz, LL.B.
Member of the New York Bar

Ambiguity in Lease Construed in Favor of Tenant . . . Right of Theatre to Select Customers Upheld . .

An unusual case involving a lease was recently decided in New York State in favor of the tenant; in the decision the Court stated that in a lease drawn up by the landlord, if there is any ambiguity, it must be construed in favor of the tenant. Although the clause in question may have been unusual the decision is noteworthy because of the vast implications. Theatre leases are never printed forms such as those used for stores, offices, homes and apartments.

The case involved an action for rent brought by the landlords against the Stanley Mark Strand Corp. which operated a theatre in Albany. The facts showed that the original landlord entered into a lease with the theatre corporation's predecessor, under the terms of which it was agreed that the theatre tenant would erect a high class theatre on the premises without any expense to the landlord and that the theatre would become the property of the landlord at the expiration of the lease.

The theatre was built and equipped by the lessee at a cost of about a half million dollars. The landlord, at the time of construction, loaned $130,000 to the lessee to finance the construction. It was agreed that the tenant should pay $3,250 every six months on account of the principal and "that such item was a portion of the rental to be paid by the tenant." In addition and among other things, the tenant agreed to pay $12,000 per year rent for the premises.

On April 29th, 1940, the entire mortgage was paid off by the tenant. It was then the contention of the landlord that the annual rental is not $12,000, but that the lessee is obligated to pay in addition to this sum, $3,250 every six months.

The Supreme Court dismissed the complaint and directed that judgment be entered in favor of the theatre corporation. It held that a lease drawn up by the landlord, if it contains any ambiguity, must be construed in favor of the tenant. The court in interpreting words or other acts of parties to a lease, puts itself in the position the parties occupied at the time contract was made. "The sensible meaning of words should be sought." Although there was a clause in the lease stating that $3,250 should be paid every six months on account of the $130,000 mortgage and in reduction thereof and "this item is a portion of the rental to be paid by tenant," it is clear that the intention of the parties as to the payment of $3,250 was solely for the reduction of the mortgage and not as additional rental.

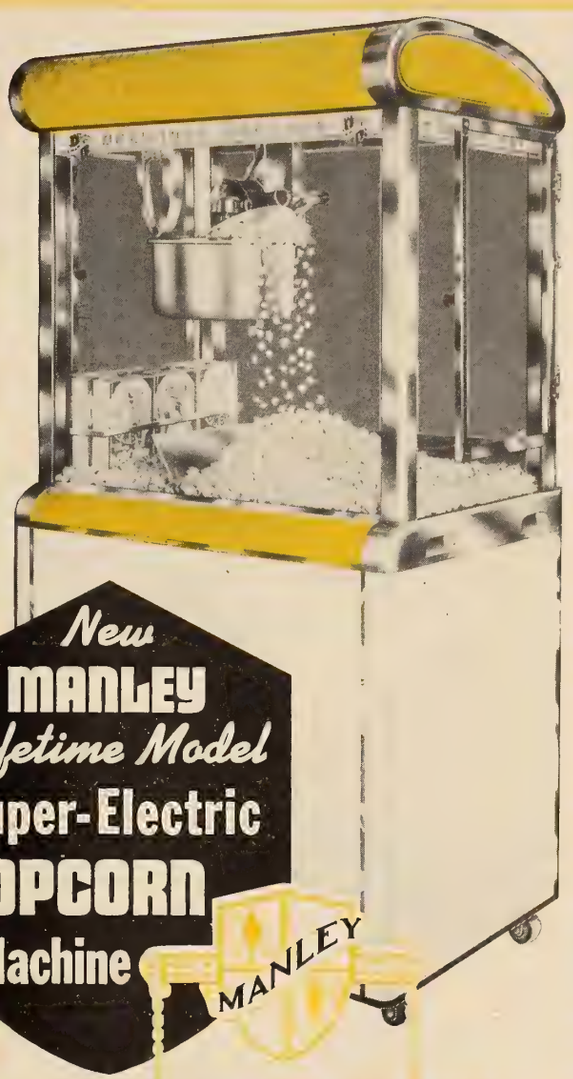
Roxy Theatre Upheld

The right of a theatre to advertise a certain price and then to select its customers was recently upheld in New York City in a case brought against the Roxy Theatre. The Roxy had advertised, "Any Day, Any Seat, 25 cents to 1 P.M.—Children, Always 15 cents." The complainant in the case in question took his wife and daughter, a little over twelve years of

(*Continued on Page* 38)

A Medal for Profitable Performance

with Citations from the larger Theatre Circuits



- AFFILIATED THEATRES CORPORATION
- ALGER THEATRES
- AMUSEMENT ENTERPRISES, INC.
- ANDERSON THEATRE CIRCUIT
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- ROBB & ROWLEY, INC.
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- SHEA CHAIN
- SILVER CREST THEATRES
- SMALLEYS THEATRES, INC.
- SMITH & BEIDLER THEATRES
- SOUTHERN AMUSEMENT COMPANY
- SOUTHWESTERN THEATRES, INC.
- SPARKS CIRCUIT
- SPROULE CIRCUIT
- STANDARD THEATRES CORPORATION
- STERLING THEATRES
- SWITOW & SONS
- SYNDICATE THEATRES
- THEATRICAL MANAGERS, INC.
- WELWORTH THEATRE COMPANY
- WESTLAND THEATRES, INC.
- YAMINS THEATRICAL ENTERPRISES

MANLEY, INC. FORMERLY BURCH MFG. COMPANY
1906 Wyandotte St., Kansas City, Missouri

NEW BOOK ON PROJECTION BOON TO THEATRE OWNERS

International Projector Corp., which has been the source of some of the most informative trade literature prepared for theatremen and theatre technicians, recently issued a new 20-page booklet describing fine points of projection in terms understandable to the non-technical minded. The material, as a matter of fact, is written for the theatre owner and manager, rather than the projectionist. There is a real need for the type of trade literature which IPC has accomplished with this new issue.

Vogue, Vancouver, Makes Bow With Odeon Company Operating

The Odeon Theatres of Canada, Ltd., a subsidiary of the British chain of the same name, has purchased four theatres in Vancouver, B. C., with deals pending for several more. Purchased are the incomplete Vogue, obtained from Vested Estates, Ltd., who are building the theatre; the Plaza and Paradise, operated by Dawson Brothers, and the Dunbar, suburban house formerly operated by J. Howard Boothe.

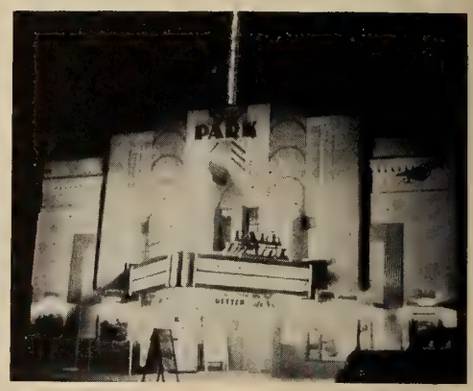
W. J. Long, formerly of Edmonton, who was to have managed the Vogue, will be British Columbia superintendent for Odeon.

New Theatre for Brooklyn

Work has been started to convert the building on the premises, 1663-1669 East 17th Street, Brooklyn, near Kings Highway, into a six hundred seat motion picture theatre. The plans have been prepared by Ben Schlanger, theatre architect.

Former Dance Hall Remodeled as Theatre





A FORMER dance hall has been entirely remodeled to make one of the most attractive theatres in the sixteen-link chain operated by the Yellowstone Amusement Company.

The Park, Miles City, Mont., bears no resemblance, inside or out, to the Auditorium dance hall its four walls formerly enclosed. As may be seen in the photos above, the exterior of the very modern picture house has taken on the full flavor of colorful theatre treatment.

The cost of the remodeling and equipment of the new theatre totalled $22,400.

In the remodeling work, the balcony of the dance hall was torn out, the lumber from this being used to ramp the sub-floor of the auditorium.

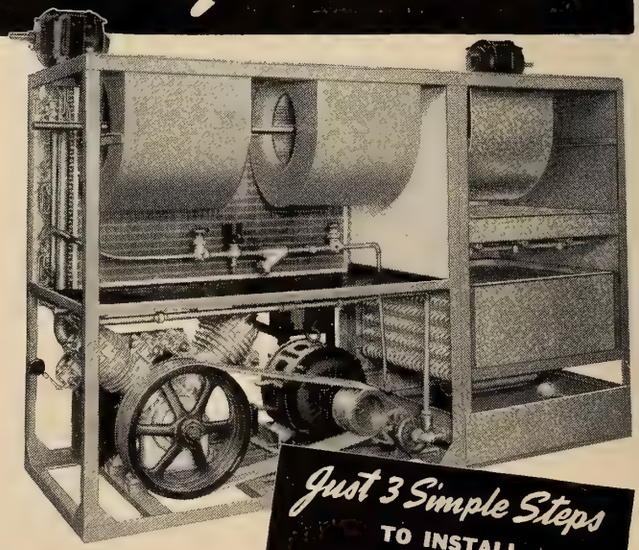
The operating company is headed by W. A. Simons and Paul B. McAdam. The Yellowstone company's units are comprised of the new Miles City house and the following: Park and Strand, Livingston; American and Park, Roundup; Gaiety, Ronan; Park, St. Ignatius; Lake, Polson, Mont.; and the Grand and Liberty, Wallace; Liberty, Mullan; Liberty and Rena, Kellogg; Dream, Wilma and Liberty, Coeur D'Alene, Idaho.

Western Mass. Theatres Start General Improvement Plan

As a part of a general improvement plan to be carried out by Western Massachusetts Theatres, Inc., during the spring and summer, 1,000 new seats have just been installed at the Victory Theatre, Holyoke. To provide more leg room for patrons, thereby increasing their comfort, 200 seats were sacrificed in the orchestra and one row was removed in the loge section. This necessitated the reconstruction of the loge.

Refrigerated Kooler-aire

THE COMPLETE REFRIGERATED AIR CONDITIONING SYSTEM ENGINEERED INTO A Single Unit



Here in one package — in a single space-saving unit — is a complete refrigerated air conditioning system. Refrigerating machine, cooling unit and an evaporative condenser cooling tower that cuts water consumption 95% — all in one factory engineered and assembled unit — ready to install without further engineering aid.

● Operators who have learned to expect from USAIRCO the utmost values in air conditioning equipment will marvel at the tremendous advance represented by this new mechanical cooling unit.

● Learn about the low cost — how quickly and inexpensively it can be installed — the tremendous operating savings — the greater efficiency of this amazing Refrigerated Kooler-aire Unit. Write for the facts — write now!

Just 3 Simple Steps TO INSTALL
1. Connect with Ducts
2. Connect with Water
3. Connect with Current
That's All!

U.S. AIRCO Theatre AIR CONDITIONING

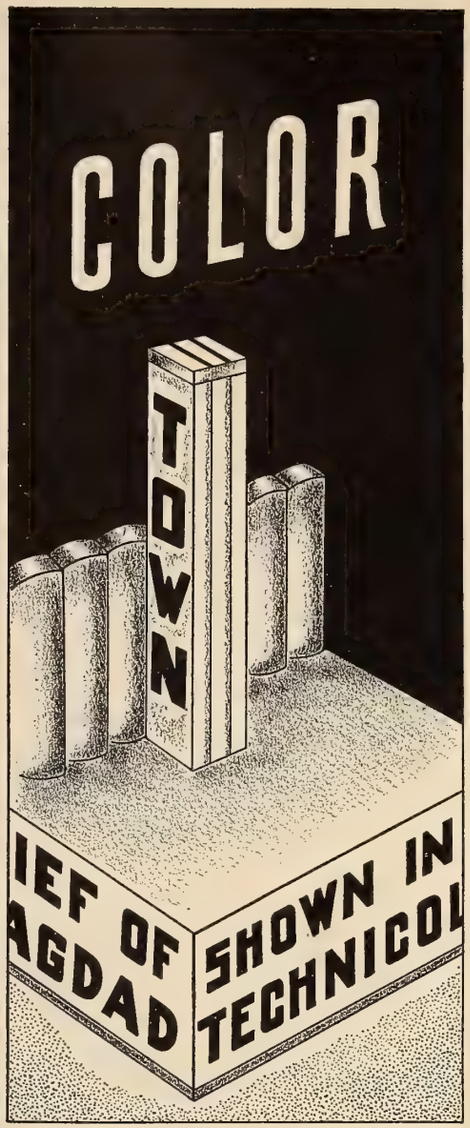
Designed, Manufactured, Sold and Guaranteed by

UNITED STATES AIR CONDITIONING CORP.

NORTHWESTERN TERMINAL • MINNEAPOLIS, MINNESOTA

17 Years of Successful Service to the Nation's Theatres







● Moderate sized theatres have long realized the hopelessness of getting a good picture on the screen with prevailing dense black and white films when using the dim low intensity lamp. It remained for Strong to develop a lamp of intermediate capacity high intensity which would project twice as much light and at a cost within the means of these theatres.

● Satisfactory projection of colored pictures with the muddy yellow light of the low intensity has been just as impossible. The required brilliance and sparkling snow-white light of the high intensity arc had been denied these theatres by prohibitive operating costs. The Strong One Kilowatt Utility made possible the correct reproduction of Technicolor.

● Although this new Strong Utility intermediate high intensity lamp projects twice as much light as is possible with any low intensity lamp, the increased combined current and carbon cost is less than 2c an hour. Your Independent Theatre Supply Dealer will gladly demonstrate this new marvel of efficiency in your theatre without obligation. Call him today.

THE STRONG UTILITY ARC LAMP

The STRONG ELECTRIC Corporation

2501 LAGRANGE STREET - - - - - - - - - TOLEDO, OHIO

Export Office: Room 2002, 220 W. 42nd Street, New York, N. Y.

Now's the Time to Tune Up those Long-Idle Theatre Cooling Plants

Among troubles which contribute mightily to poor sound are noisy fans, motors, belts, etc., of the cooling systems which soon will be in operation and should be checked now. It is imperative that you correct thumps, rattles and belt slap, when you begin preparing your cooling system for use. A checkup may reveal flat motor bearings, insufficient oil and grease, belts either too loose or too tight, a blower of insufficient capacity for the theatre.

Properly installed blowers are placed at a reasonable distance from the grills so that noise is not transmitted into the theatre during its operation. Check the grills and the louvres to make sure they are fastened securely and do not rattle. In certain instances, where equipment is noisy, it might be a good idea to mount the motor and blower on a thick layer of cork or rubber. This will reduce vibration and noise considerably.

If the duct system is of tin, the ducts may, in the course of time become loose and produce distracting noises. If this condition develops there is a temptation to attempt to offset the effect by increasing sound volume, which merely overloads the amplifier and mars the quality of the sound. Far better to correct the condition at the source of the noise, eliminate the nuisance and prevent ultimate breakdown of the duct system. To eliminate the fan and motor noises which come through the ducts, it may be necessary to insulate the ducts with sound-absorbent materials.

One final word on putting long-idle cooling systems into shape: don't forget to check the position of the air-deflecting louvres in your grills. It is these louvres which control the direction and flow of air in the theatre.

It is well to remember, though, that if your house is equipped for refrigeration it is best to have a mechanic, trained in this work, check your compressors for leakage of refrigerant or water; also other units in the system. This type of equipment is much more intricate and requires the attention of a technician.

The type of system to be installed must be chosen strictly on the basis of the amount of money to be spent, size of house, theatre's design and construction, its location, availability of water supply and cost of electricity, etc. Experience has proven that there is no short-cut in solving the problem and each installation must be handled on its own merits.

Certain small theatres with capacities up to 500 may be air-conditioned by so-called "package" or unit plants, many makes of which are available and have proved economical and satisfactory.

Large circuits, putting in new installations or replacing older ones, do so only after a survey of each project. Theatremen have access to expert engineering services through reputable engineering firms in their towns or leading manufacturers. The showman must decide for himself whether he can afford an air-conditioning system for use throughout the year or whether a ventilating system for cooling during the summer will satisfy his requirements.

The theatreman should obtain the best engineering advice. Then he will have no regrets.

IT'S A FACT

The job, at which Forest Engineers have succeeded, is better projection performance at reduced power costs. Thousands of theatre owners know that their power bills have been slashed . . . because they have installed FOREST RECTIFIERS.

No other power conversion equipment can claim the high rating of efficiency that is proved with Forest.

DON'T THROW AWAY YOUR MONEY . . . BUY FOREST . . . the Efficient, Dependable, Serviceable, and ECONOMICAL Power Conversion Equipment!

***Super* MCS** using exclusively the P. R. Mallory Magnesium-Copper Sulphide rectifying units. The Super MCS has—reliable 3 phase fan—magnetic switches—visual 3 phase line indicator—automatic voltage regulator. An all-important feature is the newly developed Forest transformer which gives definite assurance of protection against line voltage fluctuations. Approved by Underwriters Laboratories.

LD-60 Bulb Type Rectifier is a reliable, efficient and low-cost type of power conversion equipment. This rectifier conforms to the standards required for modern projection. Forest LD-60 rectifiers have an output from 30 to 60 amperes. This range of amperage makes Suprex-Simplified High Intensity, Intermediate High Intensity and Low Intensity operation possible with the one rectifier. Forest is the only manufacturer that makes the "Twin-Type" rectifier.

DON'T FORGET TO LOOK INTO THE FOREST 'Universal Trim' LAMP. See why Forest Lamps do what all other lamps claim to do—COMBINED.

Ask the Forest Authorized Dealer about FOREST Products, or send for literature.

FOREST MANUFACTURING CORPORATION

200 MT. PLEASANT AVENUE NEWARK, N. J.

Equipment Demands Grow, NTS Reports

Stepping up of projection quality and also comfort factors of the theatre is striking an accelerated pace, as equipment installation reports come in from dealer organizations.

National Theatre Supply Company branches alone account for much equipment buying by theatres of all types, on the basis of recent communications received from many sections.

Improvement of projection is apparently one of the first concerns of many theatremen now launching replacement activities, because the projection equipment—new projectors complete with sound installations, lenses and screens as well as power converters—leads as the largest single item of new equipment sales.

Cooling equipment and auditorium furnishings such as chairs and carpets run a close second to the projection equipment as a leading item of replenishment, according to the NTS branch reports. Following are some of the installations reported this week by National Theatre Supply branches:

In the Albany branch area: Ideal Theatre, Chateaugay, N. Y., Super Simplex Projectors, Simplex high lamps and rectifiers, lenses; American Canton, N. Y., new screen; Delphia, Chittenango, N. Y., new screen; Star, Corinth, N. Y., Simplex High Lamps and Rectifiers.

In the Memphis branch area: Crescent, Little Rock, Ark., Simplex Four Star Sound, Simplex E-7 projectors, Simplex high lamps, screen, Strong rectifiers, lenses, carpeting, chairs and a National Cooling system; Rex, Lilbourn, Mo., Simplex Four Star sound; Fran, Greenwood, Miss., Simplex High Projection Lamps, Strong Rectifiers; New, De Witt, Ark., Super Simplex projectors, Simplex Four Star Sound, Simplex High Lamps, Strong rectifiers, screen.

Also, Park Hill, North Little Rock, Ark., Simplex, Four Star Sound, Super Simplex projectors, generators, Simplex High Lamps, screen, lenses, National cooling equipment, chairs, and fluorescent carpeting; Joiner, Joiner, Ark., National cooling system; State, Corning, Ark., Simplex four star sound, Super Simplex projectors, Simplex high lamps, lenses, Strong rectifiers and a new screen.

In the Detroit branch area: Bloomfield, Birmingham, Mich., Simplex Four Star Sound, Simplex E-7 projectors, generators, screen, lamps, lenses, carpeting and a National marquee; Krim, Detroit, Simplex four-star sound, Super Simplex projectors, Simplex High Lamps, also generators, screen, lenses, carpet and a National marquee; Dearborn, Dearborn, Mich., Simplex Four-Star sound, Simplex E-7 projectors, generator, screen, arc lamps, lenses, National marquee and carpeting.

Also, Lee's, Carson City, Mich., Simplex High Projection Lamps and Rectifiers; Esquire, Toledo, O., Simplex four-star sound, Super Simplex projectors, arc lamps, screen, Simplex rectifiers, lenses, National marquee and carpeting; Shores, St. Clair Shores, Mich., Simplex Four-Star sound, Super Simplex projectors, Simplex High Lamps and Rectifiers, chairs, lenses, carpet, screen and National marquee; Strand, Hastings, Mich., carpeting, and Evart, Evart, Mich., Simplex Four-Star sound, Super Simplex projectors, Simplex High Lamps and Rectifiers, screen, carpeting, lenses and new chairs.

Rubber Mats Brighten Up After Coat of Enamel

When the rubber matting in your lobby loses the brightness of its colors, try touching up the color inserts with matching enamel and then giving the whole matted surface a coat of shellac —say several veteran theatre managers and janitors. While there are rubber paints especially made for touching up the lobby mats, and many theatres use them exclusively, STR hears from several sources that the paint and shellac method is favored by a considerable number of theatremen.

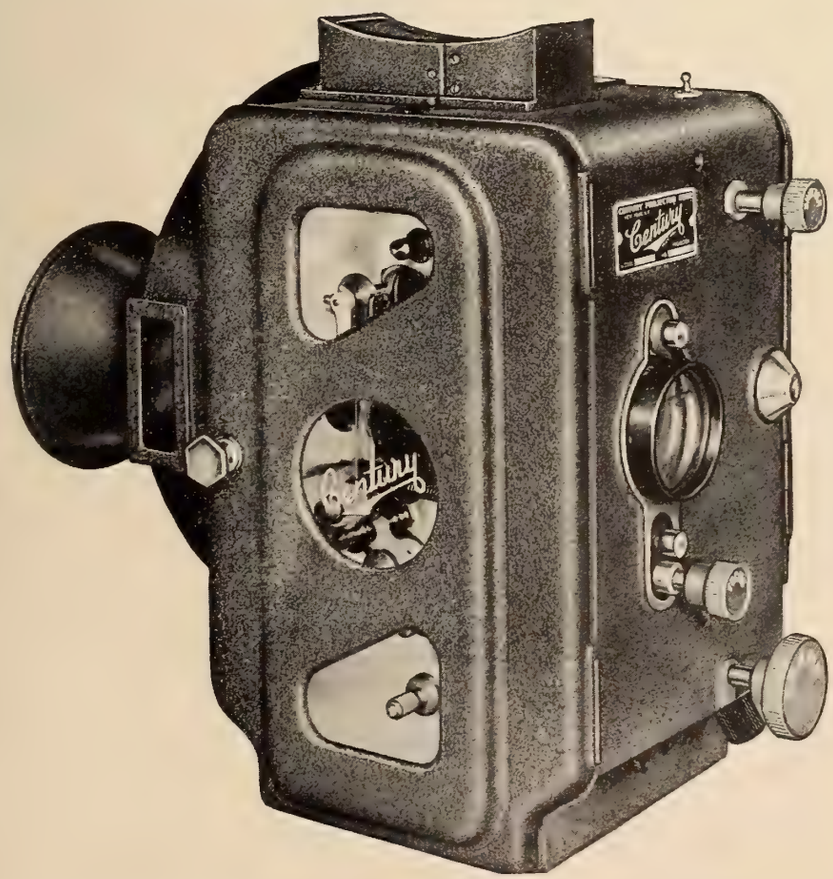
MORAL IN RHYTHM

If business seems to take a dive
Despite attractions swell,
You may need new equipment
To "ring" the business "bell."

5 "POINTS" TO PERFECT PROJECTION

1 DIRECT DRIVE—4 BEARING INTERMITTENT = STEADIER PICTURES
2 BALANCED GATE CONSTRUCTION = SHARPER DEFINITION
3 PERFECT OPTICAL ARRANGEMENT = HIGHER SCREEN ILLUMINATION
4 LESS GEARS—LONGER LIFE = SMOOTHER RUNNING
5 LESS POWER CONSUMPTION = ECONOMICAL OPERATION

FIVE POINTS to Perfect Projection and FIVE RESULTS that can't be equaled! CENTURY . . . *The Projector of the Century,* is an engineering achievement, precision built and Proven BEST by Actual TEST . . . guaranteeing QUALITY, DURABILITY and 'TOP' PERFORMANCE.

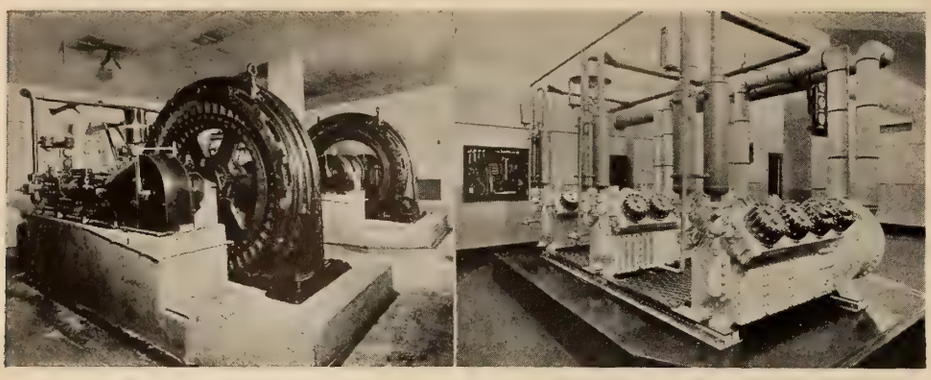


Century PROJECTORS

MODEL "C" — Rear Single Shutter
MODEL "CC" — Rear Double Shutter

(Ask your Independent Theatre Supply Dealer for a demonstration.)

CENTURY PROJECTOR CORPORATION
729 SEVENTH AVENUE, NEW YORK, N. Y.



These two 150-ton compressors, left, were part of the original air conditioning system installed in 1927 for the Saenger Theatre. Each machine weighs 9,220 pounds. Right, this picture was photographed from about the same spot as picture at left. Only one of the two old foundations is used for all three units.

Cooling Unit Halves Power Needs

The new air conditioning system of the Saenger Theatre, New Orleans, La., reduced power requirements from 659 hp. to 275 hp., and takes up only one-half the space previously needed. The number of rotating machines has been reduced almost 50 per cent. Fewer machines, plus the use of three 75 hp. Westinghouse hermetically sealed compressor units is expected to materially reduce maintenance. A unique water storage system aids in using off-peak power.

The Saenger covers 75 per cent of a city block, seats 3400 people, and was initially air conditioned during its construction in 1927.

New Orleans' cooling season begins in March, lasts well into November and at times cooling is required during parts of the winter months.

The old system consisted of three hermetically sealed 75 hp. compressors, using Freon as refrigerant. Horsepower required by the three new compressors is only 225 as compared to 524 hp. needed before. The new system cools by direct expansion through new coils placed in the existing conditioning chambers.

Because operation of the cooling system between 5:00 P.M. and 7:00 P.M., the local utility load peak period, costs more than at any other time, the old water system with its big storage tank is utilized to store up cooling capacity to take care of this daily two hour period.

During normal cooling operation, the old system required 491 kw., and if cooling was required during the daily off-peak period, this 491 kw. load had to be put on the line, thus exacting a heavy cost penalty. The new system by eliminating all water pumps, requires only about 205 kw., or 58 per cent less power.

There is a NEW

MIRROPHONIC
SOUND SYSTEM
THE
"MIRROPHONIC DE LUXE"

THE MIRROPHONIC DE LUXE SOUND SYSTEM is composed of units built by Western Electric Company with the exception of the Mirrophonic De Luxe Reproducer Set which is manufactured by Motiograph, Inc. and based on designs of Electrical Research Products Inc.

This sound system—the latest and greatest achievement in the theater field—is ready to give you the finest and fullest, most life-like reproduction you've ever heard.

♦

They are distributed by

INDEPENDENT THEATRE
SUPPLY DEALERS
EVERYWHERE

MOTIOGRAPH PROJECTORS *and* MIRROPHONIC DE LUXE SOUND SYSTEMS *are prepared to give you the utmost in screen results.*

Courting the Law

(*Continued from Page* 32)

age, to the theatre arriving at 12:15 P.M. He took his place at the end of a line of about 150 to 200 persons. The line did not move forward until 1 P.M. and by the time he reached the ticket window the afternoon prices of 55 cents to all had been posted and were being charged. The cashier not only refused to sell 25 cent tickets to the complainant and his wife but also said that his daughter was too big for a child's ticket.

The complaint alleged three charges: First, that the complainant having arrived at the theatre before one o'clock, the refusal of tickets for himself and wife at 25 cents each was wrongful, even though they didn't reach the ticket window at 1 P.M.; Second, that there was between 12:15 P.M., the time of his arrival, and 1 P.M., ample accommodation within the theatre for all those who were waiting in line ahead and for himself and family, and that the defendant purposely delayed their admittance until after one o'clock in order to exact the 55 cents admission; Third, that the refusal of admittance of his daughter for 15 cents was wrongful in that she should have been regarded as a child within the meaning of the defendant's advertisement.

The Court in dismissing the proceedings, held that the defendant had not violated penal statute relating to untrue and misleading advertisements. Furthermore the Court held the statute inapplicable as "a theatre does not sell merchandise nor render service. It admits or licenses its patrons to view performances it gives. It is not required by its character to grant the privilege to all comers, and is free to admit only those it chooses to admit, except only that under Civil Rights Law, section 40, it may not make race, creed, or color as the basis of exclusion or discrimination."

As to the question of sufficient accommodation in the theatre, the Court stated that complainant's evidence was insufficient on this point. It further held that the refusal by the theatre of admission to complainant's daughter under the children's price, did not violate the penal statute, since the omission to specify an age limit in the advertisement reserved to the theatre the right to judge of the matter itself.

To How Many of These Questions Can You Answer "Yes"?

In a recent issue of Contact published by Wometco Theatres, Miami, Florida, for its employes, a series of pertinent questions concerning theatre maintenance were published. These questions could apply to any theatre, and since managers would do well to use them as a check against neglecting important duties, we are repeating them here:

Are you checking exits regularly to see if the panic bolts are working properly?

Are you keeping your aisle lights replaced promptly?

Are you attending to the disposal of rubbish and other materials around your theatre which might catch fire?

Are you looking over your fire extinguishers at regular intervals?

Are you inspecting motors around your theatre to see if they are properly and regularly oiled?

Are you prepared with spare fuses in case one goes out?

Are you making regular checks on the rest rooms and removing unsightly dirty towels?

WHERE TO BUY THEATRE EQUIPMENT

LISTING NAMES AND ADDRESSES OF MANUFACTURERS OF SPECIALIZED THEATRE EQUIPMENT

1 PROJECTION

Projectors—(Standard Theatre)

Brenkert Light and Projection Co., 7348 St. Aubin Avenue, Detroit, Mich.

★**Century Projector Corp.,** 729 Seventh Avenue, New York, N. Y.

Century: Features include direct drive, four-bearing intermittent; wide gate opening with gate easily removable; interchangeable and reversible film trap shoes; high-speed micrometer lens focussing; driving shafts which run in grease-sealed ball-bearings; removable main drive shaft; vertical shaft and shutter shaft as complete units; single shutter operation, with double shutter attachment available as special equipment; casing design facilitates air circulation for cool operation and added space for accessibility for threading.

DeVry Corp., 1111 Armitage Avenue, Chicago, Ill.
L. J. Gardiner Co., 935 W. Goodale Blvd., Columbus, O.
Holmes Projector Co., 1815 N. Orchard St., Chicago, Ill.

★**International Projector Corp.,** 92 Gold St., New York, N. Y.

E-7 Projector: Features include synchronized front and rear shutter, each acting on one half of light beam; automatic fire shutter safety trip; one-shot oiling; removable film gate; film gate studs, cone-shaped pad springs and tension pad with intermittent shoe combination for holding film for steady image; rear shutter cooling fins; oversize drive gears; readily removable intermittent.

Super Simplex Projector: Features include rear shutter; patented film trap locking device; lateral film guide rollers; hardened and ground vertical shaft; micrometer focussing device on lens mount; dynamically balanced flywheel; specially designed rear shutter bracket as insurance against vibration.

S I Projector: Designed for smaller theatres (200 to 800 seats) features precision mechanism and synchronized front and rear shutters on same principle as E-7 and Super models; entirely gear driven; "hunting type" gears in gear train; shutter shaft upper sprocket assembly and intermittent drive assembly are integral unit; operating parts encased in oil-tight case and work in an oil bath; intermittent also enclosed and operates in oil; semi-centralized lubrication; automatic fire shutter.

★**Motiograph Co.,** 4431 W. Lake St., Chicago, Ill.
Wenzel Co., 2509 S. State St., Chicago, Ill.

Arc Lamps

C. S. Ashcraft Mfg. Co, 47-31 35th St., Long Island City, N. Y.
Ballantyne Co., 222 N. 16th St., Omaha, Nebr.
Brenkert Light Projection Co., 7348 St. Aubin Ave., Detroit, Mich.
★**Forest Mfg. Corp.,** 200 Mt. Pleasant Ave., Newark, N. J.
J. E. McAuley Mfg. Co., 552 W. Adams St., Chicago, Ill.
★**National Theatre Supply Co.,** 96 Gold St., New York, N. Y.

Simplex High: Arc lamp of Intermediate type for smaller theatres; operates with associated rectifier as unit, rectifier using four 15-ampere tubes to supply lamp load of 40 amperes at 27½ volts; lamp burns regular 7 mm. Suprex carbon, which with the low voltage of 27½ across the arc results in such a low current density for this diameter carbon that consumption is rated at 5½ inches per hour, permitting showing six of the present standard reels per single 12-inch positive carbon.

★**Strong Electric Corp.,** 2501 LaGrange St., Toledo, O.

Mogul: Arc lamp; uses Suprex carbon at 50 or 65 amperes; for large screens; features include ball-bearing motor and arc control with separate adjustments for feeding rate of both positive and negative carbons; full-floating holders and head resisting guides near burning end to assure coaxial alignment; optically corrected elliptical reflector is 14 inches in diameter.

Utility: Arc lamp; for theatres using screens up to 18 feet in width; burns 7 mm. Suprex carbons at 40 amperes with 27½ volts across the arc; unit comprises lamp and associated rectifier of intermediate capacity; operates on DC and is available for use with single, two or three phase AC line service.

Generators

Automatic Devices Co., 1035 Linden St., Allentown, Pa.
Century Electric Co., 1806 Pine St., St. Louis, Mo.
Hertner Electric Co., 12690 Elmwood Ave., Cleveland, O.
J. E. Robin, Inc., 334 W. 44th St., New York, N. Y.
Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.

Rectifiers

Baldor Electric Co., 4367 Duncan Ave., St. Louis, Mo.
Ballantyne Co., 222 N. 16th St., Omaha, Nebr.
Benwood-Linze Co., 1842 Washington Ave., St. Louis, Mo.

★**SEE ADVERTISEMENT THIS ISSUE.**

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★**Forest Mfg. Corp.,** 200 Mt. Pleasant Ave., Newark, N. J.
Garver Electric Co., 327 Carter St., Union City, Ind.
General Electric Co., 1285 Boston Ave., Bridgeport, Conn.
Kneisley Electric Co., 500 S. St. Clair St., Toledo, O.
★**National Theatre Supply Co.,** 96 Gold St., New York, N. Y.
★**Strong Electric Corp.,** 2501 LaGrange St., Toledo, O.

Utility Rectifier: High intensity 4 tube 50 or 65 ampere rectifier.

Utility Intermediate High Rectifier: Companion rectifier for use with Utility Intermediate High Lamp.

Mogul 6 Tube Rectifier: High Intensity rectifier for use with Streng Mogul Lamp or other makes of lamps requiring a heavy duty rectifier.

Strong Copper Oxide Rectifier: High Intensity Copper Oxide rectifier for use with lamps operating at 50 or 65 amperes.

Lenses

Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.
General Scientific Corp., 4229 S. Kedzie Ave., Chicago, Ill.
Ilex Optical Co., 690 Portland Ave., Rochester, N. Y.
Kollmorgen Optical Corp., 767 Wythe St., Brooklyn, N. Y.
Projection Optics Co., 330 Lyell Ave., Rochester, N. Y.
Woolensack Optical Co., 850 Hudson Ave., Rochester, N. Y.

Reflectors

Bausch & Lomb Optical Co., 635 St. Paul St., Rochester, N. Y.
Fisch-Schurman Corp., 250 E. 43rd St., New York, N. Y.
Heyer-Schultz, Montclair, N. J.
Kneisley Electric Co., 500 S. St. Clair St., Toledo, O.
Matisse Bros., 787 E. 138th St., New York, N. Y.

(1a) BOOTH ACCESSORIES

Fire Shutters

Ballantyne Co., 222 N. 16th St., Omaha, Nebr.
Best Devices Co., 10516 Western Ave., Cleveland, O.
Fisch-Schurman Corp., 250 E. 43rd St., New York, N. Y.

Rewinders

DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
Goldberg Bros., 3500 Walnut St., Denver, Colo.
Golde Mfg. Co., 1214 W. Madison St., Chicago, Ill.
Neumade Products Corp., 427 W. 42nd St., New York, N. Y
Wenzel Co., 2509 S. State St., Chicago, Ill.
Edward H. Wolk, 1018 S. Wabash Ave., Chicago, Ill.

Slide Projectors

Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.
Best Devices Co., 10516 Western Ave., Cleveland, O.
Golde Mfg. Co., 1214 W. Madison St., Chicago, Ill.

Stereopticons

Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.
Charles Besler Co., 133 E. 23rd St., New York, N. Y.
Best Devices Co., 10516 Western Ave., Cleveland, O.
Brenkert Light Projection Co., 7348 St. Aubin Ave., Detroit, Mich.
Golde Mfg. Co., 1214 W. Madison St., Chicago, Ill.
Kliegl Bros., 321 W. 50th St., New York, N. Y.

2 SOUND

Reproducer Systems

Ballantyne Co., 212 N. 16th St., Omaha, Nebr.
Cincinnati Time Recorder Co., 1733 Central Ave., Cincinnati, O.
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
★**International Projector Corp.,** 92 Gold St., New York, N. Y.

Four Star Sound—Four types available; Type A, approximately 1500 seat; Type B, approximately 2500 seats; Type C, approximately 5000 seats; Type E, approximately 200-800 seats capacity; all types feature rotary stabilizer De Luxe soundhead, only variables being number of power amplifiers operating in parallel for required power output and type and number of speakers; microphone and phonograph input jack provided for incidental music, stage entertainment and announcements.

Lansing Mfg. Co., 6900 S. McKinley, Ave., Los Angeles, Calif.
★**Motiograph Co.,** 4431 W. Lake St., Chicago, Ill.
RCA Mfg. Co., Camden, N. J.

Sound Heads

Ballantyne Co., 222 N. 16th St., Omaha, Nebr.
Cincinnati Time Recorder Co., 1733 Central Ave., Cincinnati, O.
Lansing Mfg. Co., 6900 McKinley Ave., Los Angeles, Calif.
Lincrophone Co., Howard Ave., Utica, N. Y.
Weber Machine Corp., 59 Rutter St., Rochester, N. Y.

Amplifiers

Ballantyne Co., 222 N. 16th St., Omaha, Nebr.
Cincinnati Time Recorder Co., 1733 Central Ave., Cincinnati, O.
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
Lafayette Television Corp., 100 6th Ave., New York, N. Y.
Lansing Mfg. Co., 6900 S. McKinley Ave., Los Angeles, Calif.
Operadio Mfg. Co., St. Charles, Ill.
S.O.S. Cinema Supply Corp., 636 9th Ave., New York, N. Y.

Speakers

Cincinnati Time Recorder Co., 1733 Central Ave., Cincinnati, O.
Lafayette Television Corp., 100 6th Ave., New York, N. Y.
Lansing Mfg. Co., 6900 S. McKinley, Ave., Los Angeles, Calif.
Operadio Mfg. Co., St. Charles, Ill.

WHERE TO BUY THEATRE EQUIPMENT

Public Address Systems

Cincinnati Time Recorder Co., 1733 Central Ave., Cincinnati, O.
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
Lafayette Radio Corp., 100 Sixth Ave., New York, N. Y.
★**National Theatre Supply Co.,** 96 Gold St., New York, N. Y.
Operadio Mfg. Co., St. Charles, Ill.
RCA Mfg. Co., Inc., Front & Cooper St., Camden, N. J.

Lens Assemblies

Bausch & Lomb Optical Co., 635 St. Paul St., Rochester, N. Y.
General Scientific Corp., 4829 S. Kedzie Ave., Chicago, Ill.

Photo Cells

DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
General Scientific Corp., Lumotron Vacuum Products Div., 4829 S. Kedzie Ave., Chicago, Ill.
G-M Laboratories, Inc., 4328 N. Knox Ave., Chicago, Ill.
Lafayette Television Corp., 100 Sixth Ave., New York, N. Y.
RCA Mfg. Co., Inc., Front & Cooper Sts., Camden, N. J.

Service and Supplies

★**Altec Service Corp.,** 250 W. 57th St., New York, N. Y.
RCA Mfg. Co., Camden, N. J.

3 STAGE EQUIPMENT

Curtain Controls

Automatic Devices Co., 1035 Linden St., Allentown, Pa.
J. R. Clancy, Inc., 1010 Belden Ave., Syracuse, N. Y.
★**National Theatre Supply Co.,** 96 Gold St., New York, N. Y.
Vallen, Inc., 225 Bluff St., Akron, O.
Weaver Mfg. Co., 1639 E. 102nd St., Los Angeles, Calif.

Before Buying Chairs

write for details on the three distinctive and differently priced lines comprising the new *Ideal Streamliner* group.

IDEAL SEATING CO.
GRAND RAPIDS MICHIGAN

RADIO-MAT
TALK from your screen WITH your quickly TYPEWRITTEN MESSAGES
50 RADIO-MATS $1.50
White, Amber or Green. Accept no substitute.
IS THE STATIONERY OF THE SCREEN

Make Your Own Slides on Your Typewriter — Use RADIO MATS Write for free samples
RADIO-MAT SLIDE CO., INC.
1819 BROADWAY
Dept. R
New York, N. Y.

BEN SCHLANGER
Theatre Architect • Consultant

¶ Serving the exhibitor and the builder everywhere. Address inquiries to—

Ben Schlanger
117 W. 46th St., New York City

Projection Screens

Da-Lite Screen Co., Inc., 2723 N. Crawford Ave., Chicago, Ill.
★**Forest Mfg. Corp.,** 200 Mt. Pleasant Ave., Newark, N. J.
Hurley Screen Co., Inc., 24-15 43rd Ave., Long Island City, N. Y.
Raven Screen Corp., 314 E. 35th St., New York, N. Y.
Raytone Screen Co., 71 Park Ave., Brooklyn, N. Y.
RCA Mfg. Co., Camden, N. J.
Walker-American Corp., 800 Beaumont St., St. Louis, Mo.

4 THEATRE FURNISHINGS

Auditorium Seats

Air-Loc Seating Co., 3205 E. 26th St., Minneapolis, Minn.
American Desk Mfg. Co., Temple, Texas.
★**American Seating Co.,** Grand Rapids, Mich.
Bodiform: A deluxe chair in an improved model of the design of the same name introduced by the company some time ago; features heavy construction, long back and modern styling.
Commodore: A companion model to the Bodiform in a lower-cost chair, and is used frequently for balcony installations in deluxe theatres in which the Bodiform is used on main floor; shorter back than the Bodiform.
Zephyr: A low-cost unit which features as do both the Bodiform and Commodore, the "Feather Foam Front" seat—a development by American Seating Co. engineers, and employs new principles of construction and combination of latex cushioning material with steel spring design; seats for all three models are easily removable, with "channel" design for upholstery fastening of both seat and back, permitting replacement of upholstery material in the theatre by unskilled hands.

★**General Seating Co.,** 2035 Charleston St., Chicago, Ill.
Heywood-Wakefield Co., Gardner, Mass.
★**Ideal Seating Co.,** 521 Ann St., Grand Rapids, Mich.
International Seat Corp., Union City, Ind.
Irwin Seating Co., Division Ave. S. E., Grand Rapids, Mich.
Kroehler Mfg. Co., 1248 S. Wabash Ave., Chicago, Ill.
Peabody Seating Co., North Manchester, Ind.

Carpets

Bigelow-Sanford Carpet Co., 140 Madison Ave., New York, N. Y.
★**L. C. Chase & Co.,** 295 Fifth Ave., New York, N. Y.
Seamloc: Broadloom carpet which permits the use of any inlaid design without the cost of custom weaving. A design adapted to the setting may be cut out of the carpet and a section of appropriate color and texture inserted. This insert section is locked into the carpet with webbing and cement. Burns, stains or worn places may be cut out of the carpet and new pieces inserted. Seamloc carpeting is available in a wide variety of distinctive textured effects and attractive colors.

Charles P. Cochrane Co., Bridgeport, Pa.
A. & M. Karagheusian, Inc., 295 Fifth Ave., New York, N. Y.
Thomas Leedom Co., Bristol, Pa.
Mohawk Carpet Mills, Inc., Lyon St., Amsterdam, N. Y.
Alexander Smith & Sons, 295 Fifth Ave., New York, N. Y.

Rubber Matting

American Mat Corp., 1717 Adams St., Toledo, O.
Durable Mat Co., Brook St., Akron, O.
O. W. Jackson Co., 190 5th Ave., New York, N. Y.
Puritan Rubber Mfg. Co., Perrine Ave., Trenton, N. J.



IT'S GOOD BOX-OFFICE
to seat patronage on securely anchored seats!
Supreme Expansion Bolts
should be specified for new seating and repairs.
Offered by all better theatre supply dealers
The Chicago Expansion Bolt Co.
2232 W. Ogden Avenue Chicago, Ill.

GENERAL CHAIRS
"The Worlds Finest"
GENERAL
SOLD EVERYWHERE BY DEALERS SQUARE

Upholstery Materials

L. C. Chase & Co., 295 Fifth Ave., New York, N. Y.
Redo: A coated fabric for upholstery, features special resistance to cracking and peeling; easily washable with warm water and soap, available in variety of rich colors in leather-like grained effects.
Velmo: A deluxe pile fabric specially developed as an upholstery of beauty and long wear, and widely used in theatre seating installations; features in addition to attractiveness and durability, high sound absorbent properties to contribute to accoustical correction in picture theatres; available in a range of colors and is used as standard by certain chair manufacturers for their luxury models.

Collins & Aikman Corp., 200 Madison Ave., New York, N. Y.
E. I. duPont deNemours & Co., Inc., Fabrikoid Div., Fairfield, Conn.
Pantasote Co., Inc., 250 Park Ave., New York, N. Y.
United States Rubber Co., 1230 Sixth Ave., New York, N. Y.
Zapon Div., Atlas Powder Co., Stamford, Conn.

5 DISPLAY ADVERTISING

Attraction Boards

Adler Silhouette Letter Co., 2909 S. Indiana Ave., Chicago, Ill.
Artkraft Sign Co., Lima, O.
Wagner Sign Service, Inc., 218 S. Hoyne Ave., Chicago, Ill.

Frames—Display

Chicago Metal Covering Co., 2833 West Lake St., Chicago, Ill.
Colonial Sales Corp., 928 Broadway, New York, N. Y.
Columbus Show Case Co., 826 W. Fifth Ave., Columbus, O.
De-Fi Mfg. Co., 17 N. Wabash Ave., Chicago, Ill.
Libman-Spanjer Corp., 1600 Broadway, New York, N. Y.
National Screen Service, 630 9th Ave., New York, N. Y.
Metal Goods Mfg. Co., 5239 Brown St., St. Louis, Mo.

Sign Letters—Marquee

Adler Silhouette Letter Co., 2909 S. Indiana Ave., Chicago, Ill.
Artkraft Sign Co., Lima, O.
Wagner Sign Service, Inc., 218 S. Hoyne Ave., Chicago, Ill.

6 LIGHTING

Decorative

Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.
General Electric Co., Nela Park, Cleveland, O.
Keese Engineering Co., 7380 Santa Monica Blvd., Los Angeles, Calif.
Kliegl Bros., 321 W. 50th St., New York, N. Y.
Rambusch Decorating Co., 2 W. 45th St., New York, N. Y.
Westinghouse Electric & Mfg. Co., 1216 W. 58th St., New York, N. Y.

Spot & Flood Lights

Best Devices Co., 10516 Western Ave., Cleveland, O.
Brenkert Light Projection Co., 7348 St. Aubin Ave., Detroit, Mich.
Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.
Display Stage Lighting Co., Inc., 617 Tenth Ave., New York, N. Y.
General Electric Co., Nela Park, Cleveland, O.
Golde Mfg. Co., 1214 W. Madison St., Chicago, Ill.
Kliegl Bros., 321 W. 50th St., New York, N. Y.
Weaver Mfg. Co., 1637 E. 102nd St., Los Angeles, Calif.
Westinghouse Electric & Mfg. Co., 1216 W. 58th St., Cleveland, O.

★**SEE ADVERTISEMENT THIS ISSUE.**

Are You Planning to Redecorate?
Have our staff of experts plan your improvements. A representative is in your territory regularly. See him.
NOVELTY SCENIC STUDIO, INC.
Draperies • Interior Decoration • Murals
318-320 W. 48th Street New York

WHERE TO BUY THEATRE EQUIPMENT

Stage

Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.
Display Stage Lighting Co., 617 10th Ave., New York, N. Y.
General Electric Co., Nela Park, Cleveland, O.
Keese Engineering Co., 7380 Santa Monica Blvd., Los Angeles, Calif.
Kliegl Bros., 321 W. 50th St., New York, N. Y.
Ward Leonard Electric Co., Mt. Vernon, N. Y.
Westinghouse Mfg. Co., Cleveland, O.

Utility—Fixtures

General Electric Co., Nela Park, Cleveland, O.
McFadden Lighting Co., 1710 Madison St., St. Louis, Mo.
Modern Theatre Supply Co., Grand Rapids, Mich.
United States Filament Tubes, Inc., Buffalo, N. Y.
Voight Co., 12th & Montgomery, Philadelphia, Pa.
Westinghouse Electric & Mfg. Co., Cleveland, O.

7 VENTILATION

Unit Air Conditioning

Airtemp Division of Chrysler Corp., 119 Leo St., Dayton, O.
American Blower Corp., St. Louis, Mo.
Buffalo Forge Co., Buffalo, N. Y.
Worthington Pump & Mach. Corp., Harrison, N. J.
Carrier Corp., Syracuse, N. Y.
Clarage Fan Co., Kalamazoo, Mich.
General Electric Co., Bloomfield, N. J.
B. F. Sturtevant Co., Hyde Park, Boston, Mass.
Trane Co., LaCrosse, Wisc.
York Ice Machinery Corp., York, Pa.
Westinghouse Electric & Mfg. Co., Mansfield, O.

Unit Cooling

Air Devices Corp., Meriden, Conn.
Airtemp Div. of Chrysler Corp., 119 Leo St., Dayton, O.
American Blower Corp., 6000 Russell St., St. Louis, Mo.
Baker Ice Machine Co., 1554 Evans St., Omaha, Nebr.
Ballantyne Co., 222 N. 16th St., Omaha, Nebr.
Buffalo Forge Co., Buffalo, N. Y.
Carbondale Div., Worthington Pump & Machinery Corp., Harrison, N. J.
Carrier Corp., Syracuse, N. Y.
Clarage Fan Co., Kalamazoo, Mich.
Fairbanks, Morse & Co., 600 S. Michigan Ave., Chicago, Ill.
General Electric Co., Bloomfield, N. J.
General Refrigeration Corp., Beloit, Wis.
Kisco Co., 3732 Chouteau Ave., St. Louis, Mo.
Knickerbocker Ice Co., 428 Fourth Ave., New York, N. Y.
McQuay, Inc., Minneapolis, Minn.
★**National Theatre Supply Co.,** 92 Gold St., New York, N. Y.
S.O.S. Cinema Supply Corp., 636 11th Ave., New York, N. Y.
Trane Co., LaCrosse, Wis.
★**U. S. Air Conditioning Corp.,** Northwestern Terminal, Minneapolis, Minn.
Westinghouse Electric & Mfg., Mansfield, O.
York Ice Machinery Corp., York, Pa.

Air Diffusers

Air Devices Co., Meriden, Conn.
Anemostat Corp. of America, 10 E. 39th St., New York, N. Y.
Plandaire, Inc., 3223 Kennet Square, Pittsburgh, Pa.

Fans

Ballantyne Co., 222 N. 16th St., Omaha, Nebr.
Buffalo Forge Co., Buffalo, N. Y.
Fairbanks Morse & Co., 600 S. Michigan Ave., Chicago, Ill.
Hall Mfg. Co., Cedar Rapids, Iowa.
★**National Theatre Supply Co.,** 96 Gold St., New York, N. Y.
Reynolds Mfg. Co., 412 Prospect Ave. N. W., Grand Rapids, Mich.
The Trane Co., LaCrosse, Wis.
Typhoon Air Conditioning, 252 W. 26th St., New York, N. Y.
★**U. S. Air Conditioning Corp.,** Northwestern Terminal, Minneapolis, Minn.

Kooler-aire Single Unit—Complete refrigerated air cooling and dehumidifying system contained in a single unit; all necessary elements for mechanical conditioning, including refrigerating machine, cooling and dehumidifying coils, circulating blowers and evaporative condenser assembled at factory and delivered as self-contained unit occupying less than 30 square feet for the installation of the 20-ton capacity machine; operation is automatic.

★SEE ADVERTISEMENT THIS ISSUE.

8 VENDING

Changemakers

Ampro Corp., 2839 N. W. Western Ave., Chicago, Ill.
Brandt Automatic Cashier Co., 515 First St., Watertown, Wis.
Johnson Fare Box Co., 4619 Ravenswood, Ave., Chicago, Ill.
Wenzel Co., 2509 S. State St., Chicago, Ill.

Tickets

Keller-Ansell Ticket Co., 723 Seventh Avenue, New York, N. Y.

Ticket Machines

General Register Co., 1540 Broadway, New York, N. Y.
National Theatre Supply Co., 92 Gold St., New York, N. Y.
Wenzel Co., 2509 S. State St., Chicago, Ill.

(8a) MERCHANDISE

Candy Dispensers

Rowe Mfg. Co., Inc., Main & Mill Sts., Belleville, N. J.
Sanitary Automatic Candy Corp., 136 W. 52nd St., New York, N. Y.
Stoner Corp., 328 Gale St., Aurora, Ill.

Ice Cream Dispensers

Revco, Inc., 1412 E. Church St., Adrian, Mich.

Milk Dispensers

Ideal Dairy Dispenser Co., 403 S. Center, Bloomington, Ill.

Popcorn Machines

Advance Mfg. Co., 6332 St. Louis Ave., St. Louis, Mo.
C. Cretors & Co., 600-626 W. Cermak Rd., Chicago, Ill.
Dunbar & Co., 2652 W. Lake St., Chicago, Ill.
★**Manley Inc.,** 1906 Wyandotte St., Kansas City, Mo.

Soft Drink Dispensers

Bally Mfg. Corp., 2640 W. Belmont, Chicago, Ill.
Frigidrink Sales Corp., 405 Lexington Ave., New York, N. Y.
Refreshment Vend. & Mach. Co., 411 N. Trumbull, Chicago, Ill.

9 MAINTENANCE

Chair Anchors

Chicago Expansion Bolt Co., 2232 W. Ogden Ave., Chicago, Ill.

Ladders

Aluminum Ladder Co., Tarentum, Pa.
Dayton Safety Ladder Co., 121 W. 3rd St., Cincinnati, O.

Uniforms

The Maier-Lavaty Co., Inc., 2143 N. Lincoln Ave., Chicago, Ill.
Russell Uniform Co., 1600 Broadway, New York, N. Y.

Vacuum Cleaners

Electric Vacuum Cleaner Co., 1734 Ivanhoe Rd., Cleveland, O.
General Electric Co., 1285 Boston Ave., Bridgeport, Conn.
Hoover Co., 2300 Willoughby Tower, Chicago, Ill.
★**National Super Service Co.,** 1946 N. 13th St., Toledo, O.
Spencer Turbine Co., Hartford, Conn.

10 FINISHING MATERIALS

Interior Walls

Armstrong Cork Co., Lancaster, Pa.
Celotex Corp., 919 N. Michigan Ave., Chicago, Ill.
Marsh Wall Products, Inc., Dover, O.
United States Gypsum Co., 300 W. Adams St., Chicago, Ill.
United States Plywood Corp., 103 Park Ave., New York, N. Y.
Wood Conversion Co., First National Bank Bldg., St. Paul, Minn.

Theatre Fronts

Davidson Enamel Products, Inc., 450 E. Kibby St., Lima, O.
Libbey-Owens-Ford Glass Co., Vitrolite Div., Toledo, O.
Pittsburgh Plate Glass Co., Grant Bldg., Pittsburgh, Pa.
United States Plywood Corp., 103 Park Ave., New York, N. Y.
Zouri Store Fronts, Niles, Mich.



The Super Screen Brush on the Super Hi-Up Tube is only one of many special tools that are used 10, 20, 30 feet up plus height of operator. Our free trial for 5 days shows you what these new tools for theatre cleaning will do for you. No charge, free.

Something New In Boosting Box Office . . .

More and more exhibitors discover that the success of a picture depends on the mechanics of its presentation. A clean and bright screen, clear sound holes and delicate music do more than fine direction and artistic acting. That is what makes repeaters of the folks who march past your box office.

The theatre which is cleaned with a Super Specialized Theatre Cleaner always has a clean screen too. Because with the Super it is just as easy to clean the screen as to clean the floor. You really ought to find out how much the Super is making business better, net profits much bigger, in thousands of theatres. It costs nothing to give a look. And will make you plenty money. Ask your wholesaler or write

THE NATIONAL SUPER SERVICE CO.
1951 N. 13th St. Toledo. Ohio

DIRECTORY OF TRADE NAMES

A

Absorbex (acoustical material) Celotex Corp., 919 N. Michigan Ave., Chicago, Ill.
Actodector (generators) Century Electric Co., 1806 Pine St., St. Louis, Mo.
Adler (sign letters) Adler Sign Letter Co., 2909 S. Indiana Ave., Chicago, Ill.
Aero-Speed (curtain control & track) Vallen, Inc., 225 Bluff St., Akron, O.
Airco (cooling—air conditioning) United States Air Conditioning Corp., Northwestern Terminal, Minneapolis, Minn.
Agitair (air diffusers) Air Devices, Inc., Meriden, Conn.
Air-Loc (chairs) Air-Loc Seating Co., 38 Glenwood Ave., Minneapolis, Minn.
Air-Tred (sponge rubber matting) American Mat Corp., 1715 Adams St., Toledo, O.
Airtemp-Radial (compressors, condensing units) Airtemp Div. of Chrysler Corp., 1119 Leo St., Dayton, O.
Amtico (rubber tile flooring) Puritan Rubber Mfg. Co., Perrine Ave., Trenton, N. J.
Anemo-Light (air diffuser & light unit) Anemostat Corp. of America, 10 E. 39th St., New York, N. Y.
Ashcraft (arc lamps, rectifiers) C. S. Ashcraft Mfg. Co., 47-31 35th St., Long Island City, N. Y.
Autodrape (curtain control) Automatic Devices Co., 1035 Linden St., Allentown, Pa.
Automaticket (ticket machine) General Register Corp., 1501 Broadway, New York, N. Y.
Autovent (ventilating equip.) Autovent Fan & Blower Co., 1815 N. Kostner Ave., Chicago, Ill.

B

Ball (beverage vender) Bally Mfg. Co., 2640 Belmont Ave., Chicago, Ill.
Bestereopticon (slide projector) Best Devices Co., 10516 Western Ave., Cleveland, O.
Birdseye (incandescent lamps) Wabash Appliance Corp., 335 Carroll St., Brooklyn, N. Y.
Bodiform (chair) American Seating Co., 9th & Broadway, Grand Rapids, Mich.
Bright Turn Stiles (turn stiles) Johnson Fare Box Co., 4619 N. Ravenswood Ave., Chicago, Ill.
Brillante (projection lenses) DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
Brite-Chrome (display frames) Metal Goods Corp., 5239 Brown Ave., St. Louis, Mo.
Buffalo (air conditioning, cooling) Buffalo Forge Co., Buffalo, N. Y.

C

Calicel (acoustical material) Celotex Corp., 919 N. Michigan Ave., Chicago, Ill.
Capitol (spotlights) Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.
Cavalon (upholstery fabric) E. I. duPont deNemours & Co., Fairfield, Conn.
Century (projectors) Century Projector Corp., 729 Seventh Ave., New York, N. Y.
Cetron (photo cells) Continental Electric Co., Geneva, Ill.
Chase (carpets-chair covering) L. C. Chase Co., 295 Fifth Ave., New York, N. Y.
Cinephor (projection lenses) Bausch & Lomb Optical Co., 635 St. Paul St., Rochester, N. Y.
Coinometer (coin changer) Ampro Corp., 2851 N. Western Ave., Chicago, Ill.
Coldstream (cooling units) Baker Ice Machine Co., 1554 Evans St., Omaha, Nebr.
Conditionaire (ventilating equip.) Conditionaire, 145 Walton St., Atlanta, Ga.
Conti-Glo (fluorescent dyes) Continental Lithograph Corp., Cleveland, O.
Coola-Weather (cooling system) S.O.S. Cinema Supply Corp., 636 9th Ave., New York, N. Y.
Cosalco (display frames, mouldings) Colonial Sales Corp., 938 Broadway, New York, N. Y.
Crestwood (carpet) Alexander Smith & Sons Carpet Co., 295 5th Ave., New York, N. Y.
Cyclex (arc lamp and power unit) C. S. Ashcraft Mfg. Co., 47-31 35th St., Long Island City, N. Y.

D

Dunlopillo (latex cushion) Dunlop Tire & Rubber Co., Buffalo, N. Y.
Duo Color (sign letters) Wagner Sign Service, Inc., 216 S. Hoyne Ave., Chicago, Ill.
Duo Soundmaster (sound system) The Ballantyne Co., 222 N. 16th St., Omaha, Nebr.

E

Ezy-Rug (rubber link matting) American Mat Corp., 1715 Adams St., Toledo, O.

F

Flexglass (wall covering) U. S. Plywood Co., 103 Park Ave., New York, N. Y.
Flexlume (signs) Flexlume Corp., 1000 Military Road, Buffalo, N. Y.
Flex-Word (attraction board units) Wagner Sign Service, Inc., 216 S. Hoyne Ave., Chicago, Ill.
Firmastone (chair anchoring cement) General Seating Co., 2035 Charleston St., Chicago, Ill.
Four Star (sound system) International Projector Corp., 92 Gold St., New York, N. Y.

G

General (chairs) General Seating Co., 2035 Charleston St., Chicago, Ill.
General Scientific (lenses) General Scientific Corp., 4229 So. Kedzie Ave., Chicago, Ill.
Gold Seal (ticket machine) General Register Corp., 1501 Broadway, N. Y.
Gulistan (carpet) A. & M. Karagheusian, Inc., 295 5th Ave., New York, N. Y.

H

Hom-O-Zone (ozone generator) Automatic Electrical Devices Co., 324 E. 3rd St., Cincinnati, O.
Hurley (screens) Hurley Screen Co., Inc., 24-15 43rd Ave., Long Island City, N. Y.
Hygrade (incandescent lamps) Hygrade Sylvania Corp., 500 5th Ave., New York, N. Y.

I

Icedaire (cooling unit) Knickerbocker Ice Co., 428 4th Ave., New York, N. Y.
Iconic (speaker system) Lansing Mfg. Co., 6900 S. McKinley Ave., Los Angeles, Calif.
Isoton (sound volume indicator) Bodar Co., Chicago, Ill.

K

Kawneer (theatre fronts) Kawneer Co., Niles, Mich.
Kleig (lighting) Kliegl Bros., 321 W. 50th St., New York, N. Y.
Kneitron (rectifiers) Kneisley Electric Co., 16 S. St. Clair St., Toledo, O.
Kno-Draft (air diffusers) Plandaire, Inc., Box 7350 Oakland Station, Pittsburgh, Pa.
Kooler-aire (cooling unit) United States Air Conditioning Corp., Northeast Terminal, Minneapolis, Minn.
Kurrent Changer (rectifier) Garver Electric Co., Union City, Ind.

L

Lansing (amplifiers, speakers, sound heads) Lansing Mfg. Co., 6900 McKinley Ave., Los Angeles, Calif.
LaVezzi (projector parts) LaVezzi Machine Works, 180 N. Wacker Drive, Chicago, Ill.
Light Master (projector lamps) The Ballantyne Co., 222 N. 16th St., Omaha, Nebr.
Lightning Cashiers (change makers) Johnson Fare Box Co., 4619 N. Ravenswood Ave., Chicago, Ill.
Lincrophone (sound heads) Lincrophone Co., Howard Ave., Utica, N. Y.

M

Magic Screen (proj. screen) RCA Mfg. Co., Camden, N. J.
Magic Weather (cooling system) The Ballantyne Co., 222 N. 16th St., Omaha, Nebr.
Manley (popcorn machines) Manley, Inc., 1906 Wyandotte St., Kansas City, Mo.
Marlite (walltile) Marsh Wall Projects Co., Dover, O.
Master-Vac (vacuum cleaner) General Electric Co., Bridgeport, Conn.
Mirrophonic (sound system) Motiograph Co., 4431 W. Lake St., Chicago, Ill.
Mohawk (carpets) Mohawk Carpet Mills, Amsterdam, N. Y.
Motiograph (projectors) Motiograph Co., 4431 W. Lake St., Chicago, Ill.
Muffletone (acoustical material) Celotex Corp., 919 N. Michigan Ave., Chicago, Ill.
Mogul (arc lamp-rectifier) Strong Electric Co., 2501 Lagrange St., Toledo, O.

N

National Super Service (vacuum cleaners) National Super Service Co., 1491 N. 12th St., Toledo, O.
Naugahyde (coated upholstery fabric) United States Rubber Co., Mishawaka, Ind.
No Draft (cashiers' speaking tube) Goldberg Bros., Denver, Colo.
Nu-Wood (wallboard) Wood Conversion Co., 1st National Bank Bldg., St. Paul, Minn.

O

Ozite (carpet lining) Clinton Carpet Co., Merchandise Mart, Chicago, Ill.
Ozonator (ozone generator) Ozonator Corp., 52 Vanderbilt Ave., New York, N. Y.

P

Patchaseat (leatherette patching kit) General Seating Co., 2035 Charleston St., Chicago, Ill.
Peerless (arc lamps) J. E. McAuley Mfg. Co., 552 W. Adams St., Chicago, Ill.
Pittco (theatre fronts) Pittsburgh Plate Glass Co., Pittsburgh, Pa.
Plastic Molded (screen) Walker American Corp., 800 Beaumont St., St. Louis, Mo.
Precision Reflectors (proj. lamp reflectors) Heyer-Schultz, Montclair, N. J.
Preddey (arc lamps) Walter G. Preddy Theatre Equipment, 187 Golden Gate Ave., San Francisco, Calif.
Premier (vacuum cleaners) Electric Vacuum Cleaner Co., 734 Ivanhoe Road, Cleveland, O.
Projex (projection lenses) Projection Optics Co., 330 Lyell Ave., Rochester, N. Y.

Q

Q-T Ductliner (acoustical material) Celotex Corp., 919 N. Michigan Ave., Chicago, Ill.

R

Radiant (incandescent lamps) Radiant Lamp Corp., 260 Sherman Ave., Newark, N. J.
Raven (screens) Raven Screen Co., 314 E. 25th St., St., New York, N. Y.
Raytone (screens) Raytone Screen Co., 71 Park Ave., Brooklyn, N. Y.
RDA (public address system) National Theatre Supply Co., 96 Gold St., New York, N. Y.
Rect-O-Lite (rectifiers) Baldor Electric Co., 4367 Duncan Ave., St. Louis, Mo.
Redo (coated upholstery fabric) L. C. Chase & Co., 295 5th Ave., New York, N. Y.
Reynolds (blower fans) Reynolds Mfg. Co., 412 Prospect Ave., N. E., Grand Rapids, Mich.
Robin-Imperial (generators) J. E. Robin, Inc., 334 W. 34th St., New York, N. Y.
Rocoteen (coated wall fabric) L. C. Chase & Co., 295 5th Ave., New York, N. Y.
Royal Foam (Latex cushion) U. S. Rubber Co., Mishawaka, Ind.
Russialoid (coated upholstery fabric) Pantasote Co., Inc., 250 Park Ave., New York, N. Y.

S

Sani-Dri (elec. hand drier) Chicago Hardware Foundry Co., North Chicago, Ill.
Seamloc (carpets) L. C. Chase Co., 295 Fifth Avenue, New York, N. Y.
Shannon (lighting & electrical equip.) Keese Engineering Co., 7380 Santa Monica Blvd., Los Angeles, Calif.
Signo-Marker (changeover marker for film) Clint Phare Products, Euclid, O.
Silver Service (curtain controls) Automatic Devices Co., 1035 Linden St., Allentown, Pa.
Simplex 4 Star (sound systems) International Projector Corp., 96 Gold St., New York, N. Y.
Simplex (projectors) International Projector Corp., 96 Gold St., New York, N. Y.
Simplex High (arc lamp) National Theatre Supply Co., 96 Gold St., New York, N. Y.
Snaplite (lenses) Kollmorgen Optical Corp., 767 Whyte St., Brooklyn, N. Y.
Sparkle-Lite (incandescent lamp reflectors) Climax Reflector, Inc., 401 Schroyer Ave., S. W., Canton, O.
Stabilarc (generators) Automatic Devices Co., 1035 Linden St., Allentown, Pa.
Stroblite (fluorescent paints) Stroblite Co., 35 W. 52nd St., New York, N. Y.
Strong (arc lamps, rectifiers) Strong Electric Corp., 2501 Lagrange St., Toledo, O.
Super Amp (rectifiers & generators) S.O.S. Cinema Supply Corp., 636 9th Ave., New York, N. Y.
Super Cinephor (proj. lenses) Bausch & Lomb Optical Co., 635 St. Paul Ave., Rochester, N. Y.
Super-Lite (proj. lenses) Projection Optics Co., 330 Lyell Ave., Rochester, N. Y.
Super MCS (rectifiers) Forest Mfg. Corp., 200 Mt. Pleasant Ave., Newark, N. J.
Super Service (projector parts) LaVezzi Machine Works, 180 N. Wacker Drive, Chicago, Ill.
Super Suction (vacuum cleaner) National Super Service Co., 1951 N. 13th St., Toledo, O.
Superlor (expansion bolts) Chicago Expansion Bolt Co., 2232 W. Ogden Ave., Chicago, Ill.
Sunray (projection lenses) Woolensak Optical Co., 850 Hudson Ave., Rochester, N. Y.
Synchrofilm (sound heads) Weber Machine Corp., 59 Rutter St., Rochester, N. Y.

T

Tyl-A-Mats (rubber mats) O. W. Jackson & Co., 290 5th Ave., New York, N. Y.
Timco (ticket machine) National Theatre Supply Co., 96 Gold St., New York, N. Y.
Transverter (generator) Hertner Electric Co., 12690 Elmwood Ave., Cleveland, O.

U

Unicon (ticket machine) General Register Corp., 1501 Broadway, New York, N. Y.
Uni-flo (grilles & registers) Barber-Colman Co., Rockford, Ill.
Unitaire (unit air-conditioners) Westinghouse Electric & Mfg. Co., 653 Page Blvd., Springfield, Mass.
Univendor (candy vendor) Stoner Corp., Aurora, Ill.
Utility (arc lamp & rectifier) Strong Electric Co., 2501 Lagrange St., Toledo, O.

V

Velmo (pile mohair upholstery) L. C. Chase & Co., 295 Fifth Ave., New York, N. Y.
Venturi-flo (air diffusers) Barber-Colman Co., Rockford, Ill.
Visitron (photo electric cells) G-M Laboratories, Inc., 4326 N. Knox Ave., Chicago, Ill.
Vitrolite (theatre fronts) Libby-Owens-Ford Glass Co., Nicholas Bldg., Toledo, O.

Z

Zapon (coated upholstery fabric) Atlas Powder Co., Stamford, Conn.
Zavenol (coated upholstery fabric) Atlas Powder Co., Stamford, Conn.
Zephyr-Coolaire (Blower) S.O.S. Cinema Supply Corp., 636 9th Ave., New York, N. Y.



The Bulletin Board

New Theatre Construction

Baylis, Ill.—Joseph Reilly of Virginia, Ill., has announced plans to erect a theatre in the Seaborn building, here, following a successful experiment in showing films at a ten-cent admission in a rented hall. When the new house is completed, shows will be held Tuesday and Friday nights, with admission at 10 cents top.

Albuquerque, N. M.—Work has been started on the new theatre at Central Ave. and Seventh St., it is announced by L. Puccini, owner. The cost will be over $60,000.

Williamsburg, O.—Erection of a new theatre building is underway here. The town has been without a theatre for many years.

LaSalle, Ill.—Announcement has been made that L. & P. Theatres will construct a new theatre here. E. E. Alger of Peru is president of the company, which controls four other houses. Ernest Wagener, Chicago architect, is preparing the plans.

Drayton Plains, Mich.—Excavation has begun for the modern theatre to be built on a site comprising several thousand square feet of space, providing a house with a capacity of 500 seats and ample parking space.

Wilmington, N. C.—Leasing of a building at 208 Market St. here for conversion into a modern theatre was announced this month by Herman B. Meiselman, operator of the Strand Theatre in Rockingham and Strand in Fayetteville. The house will seat 800.

Raleigh, N. C.—Bids have been asked for the construction of "The Varsity," a neighborhood theatre to be constructed near the State College. Plans were drawn by Earle G. Stillwell, Hendersonville architect. The structure will seat 500 persons.

Albany, N. Y.—Construction work has been started on the new Warner Bros. theatre in Delaware Ave., here. The house will accommodate 700 and is scheduled to be completed by early summer.

Brownsville, Tex.—Purchase of a site 150 feet by 120 feet in the heart of the business district here by Texas Consolidated Theatres has been announced.

Farmingdale, L. I.—A building permit has been issued to Secatague Corp. for the construction of a 763 seat motion picture theatre here.

Oklahoma City—W. H. Schumacher, architect, is preparing plans for a new theatre at N.W. 12th St. and May Ave. here. The house, to be known as the Varsity, will seat 660.

Danville, Ill.—A permit has been issued for the construction of a theatre here. Estimated cost is $100,000.

Eastport, Me.—The Acme Theatre here, destroyed by fire this month, will be rebuilt, it has been learned. A modern cement structure will be erected.

Fort Custer, Mich.—A contract for $59,000 has been awarded to Ann Arbor Construction Co. to build a 600 seat theatre here in the 18th Artillery Regiment section and to rebuild the 1,000 seat post theatre.

Bridgewater, Mass.—Bids have been sent out on the 800 seat theatre to be erected here. The house, which will be air conditioned, will be ready for opening by Labor Day.

Wichita, Kans.—C. S. Drake has filed plans for a $9,000 theatre here. The steel and masonry structure will be 1½ stories, with a frontage of 50 feet and a depth of 108 feet.

Aberdeen, Md.—William J. Connellee, owner of the New Theatre, will erect another theatre here.

Wilmington, Del.—Ground has been broken for the $200,000 theatre building to be erected in the $1,500,000 suburban business district of Edge Moor Terrace. The building will contain an 800-seat theatre to be leased by Edge Moor Theatre Co., of which Albert J. Fischer, Jr., is president.

Pittsburgh, Pa. — The Harris Amusement Companies of Pittsburgh, have signed a long lease on the proposed million dollar theatre, seating 2,500, which will be erected on the site of the Alvin Theatre, whose roof collapsed last November. Harvard University is the owner and the amount of the lease is reported to be $2,250,000.

Reno, Nev.—Construction of a new theatre, seating about 1,000, in the heart of Reno's business section, has started. Work will be finished within 90 days, C. A. Tompkins, of T. & D. Jr. Enterprises has announced.

Moline, Ill.—Plans for the development of a business block, costing more than $50,000, in the East Highland section of Moline, to include a theatre seating 899, have been announced by C. M. Redman, of the Otis-Clark Construction Co. of Chicago.

Spring Valley, N. Y.—The Whiteway Theatre will be reconstructed on South Main Street, here, by Louis Schwartz, local real estate operator. Plans have been drawn by Eugene De Rosa, New York architect.

Tulsa, Okla.—The Palace Theatre Building Corp., of Tulsa, has announced plans for the construction of a 1,088-seat house here. The building will be 57 by 125 feet. Estimated cost of the building is $65,000. Joseph R. Koberling, Tulsa architect, drew the plans.

Brownsville, Tex. — Archer and Holder, Brownsville construction firm has been awarded the contract for a new theatre within the Fort Brown army camp, with a low bid of $21,148. Work is expected to be completed by May 15.

Trenton, N. J.—Replacing the Orpheum on East State Street, here, will be the proposed Stacy Theatre, to be erected by the H. & H. Amusement Company, Mrs. Helen B. Hildginger, president. Scheduled completion by June 1, the new house will seat 1,000. The theatre and stores will represent an outlay of $125,000. W. W. Slack & Son, Trenton architects, cooperated with Schenker, New York architectural firm, in drawing plans.

Battle Creek, Mich.—W. S. Butterfield Theatres, Inc., will operate a new 1,000 seat house in construction on West Michigan Avenue, here. The theatre will be ready for opening July 1.

East Hartford, Conn.—As the second link of a $250,000 shopping center, a $100,000, 1000-seat theatre, will be constructed here at the southeast corner of Bissell and Main Streets, by the Sycamore Corp. John and Drew Eberson, New York theatre architects, designed, and Joseph Quittner of New York and Peter Parakos of New Britain, will operate the house.

Newington, Conn.—Fred R. Quatrano, operator of the Lido Theatre, Waterbury, is building a theatre on Cedar Street, here.

Roanoke, Va.—A modernistic, fireproof theatre to seat 700 and to cost about $75,000 will be erected on Williamson Road, here, by the Bedford Theatres, Inc. and Lehigh Development Corp., according to Dan Weinberg, president of the two companies. The opening is scheduled for August or September.

Beatrice, Neb.—Frank Hollingsworth, former owner of a theatre here, has begun construction of a new house on property recently

(*Continued on Next Page*)

GROUND CREW . . . Back of every airplane pilot is a ground crew of men in grease-stained overalls.

There's very little glamour about these men. The public rarely sees them. Yet you couldn't get an airplane off the ground without them. That's how important they are.

Every industry has its ground crew that the public never sees. In your theatre it's the projection and sound, for without them you couldn't put a picture on the screen. That's how important *they* are.

Simplex Projection and Simplex Sound make the best ground crew for any theatre.

SERVING THE NATION
NATIONAL THEATRE SUPPLY COMPANY
SOLD • SERVICED • GUARANTEED

THERE'S A BRANCH NEAR YOU

New Construction

(*Continued from Preceding Page*)

purchased for $5,500, from Mrs. Emma Dwyer, of this town.

Greenville, N. C.—The North Carolina Theatre Circuit, with headquarters in Raleigh, will erect its third theatre in this city. Work on the project is slated to get under way soon, and is expected to be completed before next fall.

South Martinsville, Va.—Ground has been broken for a $20,000 theatre and store block on Starling Avenue, here, which is being erected by Dr. E. M. McDaniel.

Sheffield, Ala. — Louis Rosenbaum, general manager of Muscle Shoals Theatres, Inc., has signed contracts for the erection of the $124,000 Colbert Theatre on Montgomery Avenue, here. The theatre will seat 1,000. Marr & Holman, of Nashville, are the architects.

Clearfield, Utah—Selected as the town that appears to be the fastest-growing and most progressive between Ogden and Salt Lake City, Clearfield is to have a new $30,000 "Happy Hour," theatre. Wooley & Evans designed the building.

Duluth, Minn.—Building permits have been issued for the construction of the Nor-Shore Theatre, on the site of the former Orpheum. The firm of Lenci, Lenci and Englund, of Virginia, has been awarded the construction contract amounting to $59,000.

Lyons, Ga.—H. S. Johnson, manager of the Pal Circuit, whose theatre was destroyed by fire, last month, has announced that a new theatre would be erected on the same site.

Royal Oak, Mich.—Jack Krass is the lessee of a new $37,500 theatre to be erected on Main St. Clawson Amusement Co. also is erecting a theatre on West Clawson Rd., here.

Garden City, N. Y.—The Chamber of Commerce has informed authorities that it favors construction of an 800-seat theatre, on Franklin Ave., which the Calderone Theatre circuit has proposed. The Chamber made its recommendation for a change of zone to permit erection of the theatre, after residents voted 79 per cent in favor of the project.

Renovations, Openings

Bogota, N. J.—The 1,400 seat Queen Anne Theatre here has been leased by a subsidiary of the Brandt Circuit. The new owners will modernize the building and install a new marquee and front.

Chicago, Ill.—Balaban and Katz have made extensive plans to remodel the Tivoli Theatre on the South Side. Among the improvements will be the installation of 3,500 of the latest type custom built, foam cushion seats. Rapp and Rapp, architects who designed the building, are also architects for the alterations.

Sarnia, Ont.—The former Embassy club building will be changed into a motion picture theatre and the Imperial Theatre will be reconditioned at a total cost of $100,000, it has been announced.

Philadelphia—The Arcadia Theatre is to be entirely redecorated and streamlined. New interior decorations and an air conditioning plant will be installed.

Lenoir, N. C.—The new $60,000 Center Theatre operated by Lenoir Theatres, Inc., opened Monday, March 3. Highlight of the ceremonies was a parade through the business district by the Lenoir High School Band. In addition to Lenoir and Caldwell county officials, theatremen from various Southern regions were present.

Bristol, Conn.—Fashioned out of what formerly was Red Men's Hall, Bristol's third theatre, the Carberry, was opened recently by Miss Anna M. Flynn, owner-manager. The house contains 700 seats.

Somersworth, N. H.—Somersworth Theatre has received permission from the City Council to modernize the house by straightening the curved apron of the stage, installing a woman's rest room, straightening the front of curved box-seat sections, shortening the depth of the front of the balcony and installing a false ceiling over the stage.

Philadelphia, Pa.—David Supowitz, architect, has drawn plans for alterations on the Star Theatre for the Affiliated Theatres Circuit, Inc. The project provides for general interior and exterior revamping.

Philadelphia, Pa. — The Stanley-Warner Orient Theatre is undergoing a complete renovation, including a new structural glass front, modern box office illuminated with fluorescent lighting and an apex-shape marquee, with silhouette letters. The interior is being completely redecorated, also. New sound and projection will be installed.

Reading, Pa.—The State Theatre will be remodeled at a cost of $16,000. A permit for the work was issued late last month to William Potteiger, representing the Potteiger Company, contractors.

Cape Girardeau, Mo.—At a cost of $6,000, the Orpheum Theatre, here, is being remodeled by Fox Theatres. The renovation is being carried out so as not to interfere with normal business activities. Among the improvements will be a V-type marquee. The auditorium ceiling will be finished in acoustical block, and the present foyer will be converted into a lobby, the ticket office being moved to the building line.

BLITZKRIEG SALE

15,000 Theatre Chairs. Late models, 50c, 75c, $1. Previously sold for $6. Reserve now. EVergreen 8-4975.

EASTERN SEATING (Nick Diack)
58 Dobbin Street Brooklyn, N. Y.

New High-Wattage Lamp

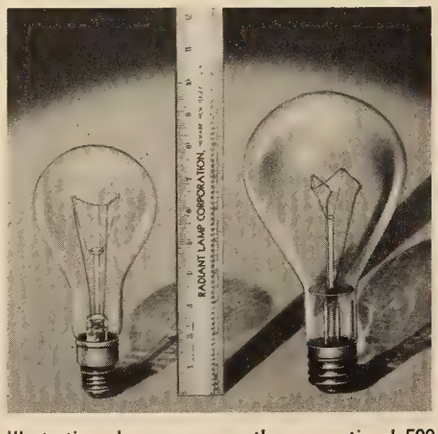


Illustration above compares the conventional 500 watt lamp, right, with the new type lamp of the same wattage and made with a hard glass bulb. Radiant Lamp Corporation, manufacturer of the product, states this development will enable theatres to increase their illumination up to 250 per cent or more without changing fixtures. In addition to permitting a reduction in size of the 500 watt lamp to that of an ordinary 200 watt lamp, the hard glass substance is said to give the lamp greater resistance to thermal shocks when used outdoors. In place of the large "mogul screw" base and heavy fixture necessary to support the weight of the conventional 500 watt lamp, the new lamp uses a "medium screw" base like those in ordinary household fixtures.

Fire Losses

Vandalia, Ill.—Fire of undetermined origin destroyed the Liberty Theatre Building in the heart of the downtown district, here, with a loss estimated at $80,000. Damaged also was a $20,000 air-conditioning plant. Only the walls remain standing. The blaze started on the stage. No patrons were in the theatre when the fire started.

Sacramento, Cal.—Chief Michael J. Dunphy of the local fire department, said he was inclined to doubt a former theory of incendiarism in connection with the fire in the El Rey Theatre, last month, which inflicted damages estimated at $50,000. The fire is believed to have started in a small loft under the balcony, in mid-afternoon, when 100 patrons were present.

Snow Hill, Md.—In this community's worst fire in eight years, the building housing the Gem theatre was badly damaged during a blaze which was fought by firemen from five towns. Damage was estimated at $30,000. The fire started in a lawyer's office in the building.

Fort Fairfield, Me.—Fire completely destroyed the long-shuttered Parks Theatre, here. M. & P. Theatres which operates the Paramount closed the Parks in 1929.

Quincy, Cal.—The Quincy Theatre was destroyed by fire last month. Investigators reported a cigaret apparently started the blaze. Paul Sprague, the owner, said he would rebuild.

Dayton, Ohio—Exactly 676 patrons filed out of the Mayfair Theatre, here, last month, when fire broke out in the building housing the theatre. Three alarms were sounded. The theatre was crowded, Saturday night, when the fire started. Loss was $3,500.

West Haven, Conn.—A 15-year-old boy was charged with starting an incendiary fire which swept through the unused proscenium and stage of the Park Theatre, here, last month. Damage was estimated at $5,000.

Malvern, Ia.—Damages estimated at $7,000 resulted from a fire which started in the basement of the Empress Theatre.

Cheektowaga, N. Y.—The Walden Theatre suffered $5,000 damages, this month, when fire, said to have been caused by a defective chimney, broke out in the building. The playhouse was empty when the fire started.

English, Ind.—The State Theatre, which was being remodeled, was badly damaged by fire. Plans are going forward to resume work on the structure.

Racine, Wis.—Patrons of the Venetian Theatre were unaware, recently, when a fire, caused by defective wiring, broke out in the manager's office. Damage was negligible and the fire was quickly extinguished.

Today—1941 Model News Theatre

(Continued from Page 29)

theatre—a novel device for bringing the theatre's appeal into the very paths of pedestrian traffic.

Dave Chapman, industrial designer, collaborated with Loewenberg and Loewenberg, Chicago architects, in designing and executing plans.

Dick Beck, owner-manager of Today, is the son of the late Clarence E. Beck, Loop exhibitor, who pioneered in the newsreel field many years ago. He formerly managed theatres in Elizabeth and Newark, N. J., and for his father; also, at one time, was associated with the March of Time.

Showmanship to Fore

Beck conceived a novel plan in recruiting his usherettes when he arranged a city-wide contest for aspirants and chose the three highest scorers in an I. Q. test to fill the positions. He signed the trio to one-year contracts, probably the first time that usherettes had ever been given this recognition. The winners, happily, ranked high for their pulchritude as well as their I. Q. rating.

Chic uniforms, specially designed, are worn by the girls, whose names are embroidered on the blouses. White kidskin boots, trimmed with tan leather and hats made of material similar to their smartly tailored blouses and short, flared skirts, complete their attractive apparel.

The American Institute of Decorators, Illinois Chapter, staged a benefit on the opening night, and Chicago society folk turned out in large numbers. The opening ceremonies were broadcast over Station WJJD and speakers included Mayor Edward J. Kelly and Walter Huston, stage and screen star. Proceeds were donated to the Art Institute of Chicago.

At Beck's request, purveyors planning to send flowers, earmarked the money for the Chicago Maternity Center, which was the recipient of several hundreds of dollars in gifts.

Today is understood to be the only theatre in Chicago which uses air express to rush newsreel prints from New York.



Today, located at Dearborn and Madison street, one block from the world's busiest corner, is understood to be the only theatre in the country to utilize fluorescent lights under the marquee. Because fluorescent light is a cold light, it must be specially heated in winter time to prevent cracking; but in summer, when ordinary light produces extreme temperature, fluorescent tubes exude no heat. Terrazzo extends in continuous line from lobby to curb of sidewalk, so that any passerby walking under marquee already feels that he is inside theatre.

They Rate High on I. Q's. Too!



Beauty with brains! Here we see, left to right, Jackie Grimes, Lorraine Coleman and Jane Schelling, of the usher staff of Today. The girls were selected, and given a year's contract, after winning a city-wide contest conducted by Dick Beck to find brunettes with dimpled knees and high I. Q's.

New Unit Conditioner Designed for Theatres

"Air defense" was made the theme of announcement by A. A. Feinberg, president of United States Air Conditioning Corporation, of the company's new self-contained unit for theatre cooling.

In making the announcement, Feinberg said: "With America's defense program foremost in the news and with our own plant doing its bit to speed up production for defense orders, I can't help but associate the term 'air defense' with theatre air conditioning."

USAirCo's new defense unit, the company head explained, is a complete refrigerated air cooling and dehumidifying system assembled at the factory and is delivered to theatres as a complete package. The unit, containing all elements for mechanical conditioning—refrigeration machine, cooling and dehumidifying coils, circulating blowers and evaporative condenser—Mr. Feinberg said is the most important development in the company's 17-year history. The unit occupies less than 30 square feet of floor space for installation of the 20-ton capacity system. The new development is known as the Refrigerated Kooler-aire Single Unit Air Cooling and Dehumidifying System, and the announcement states that it is being made in capacities to meet the requirements of any theatre, regardless of size. Compact design and complete factory assembly, it is claimed, bring the system within reach of the most modest budgets for original purchase and operating costs.

RKO To Build 2,000 Seat Theatre at Forest Hills, L. I.

RKO has acquired property at Queens Boulevard and 71st Road, Forest Hills, Long Island, for the purpose of erecting a large modern theatre. Covering a site of 246 feet by 90 feet, at 109-22 Queens Boulevard, the structure will seat 2000.

Ground will be broken about May 1st, and plans call for completion by Christmas.

SMPE Sets Program For Spring Convention

Advances which will benefit the moviegoer in every part of the world, will be discussed at the 1941 Spring Convention of the Society of Motion Picture Engineers, scheduled for May 5 to 8, inclusive, at the Sagamore Hotel, Rochester, N. Y. Emory Huse, recently elected president, will preside.

An important feature new to this conclave is a day-long joint session with the Acoustical Society of America, during which a symposium of papers by engineers of the Bell Telephone Laboratories will be presented at the morning and afternoon sessions. In the evening the two groups will witness a demonstration of stereophonic sound by the Bell Telephone Laboratories at the Eastman Theatre.

The first day's session, Monday, May 5, will feature an informal get-together luncheon for SMPE members. Technical sessions will be held morning, afternoon, and evening at the hotel's "Glass House."

The 48th semi-annual banquet and dance, the outstanding social event of the Society's gathering, has been scheduled for Tuesday evening instead of Wednesday evening, as formerly. This has been done, according to W. C. Kunzmann, convention vice-president, to clear Wednesday evening for the Bell Laboratories sound demonstration.

Seven committees are assisting Mr. Kunzmann in setting up the program for the convention. The Reception and Local Arrangements Committee is headed by G. A. Blair. Other committees and their chairmen follow: Registration and Information, W. C. Kunzmann; Hotel and Transportation, F. E. Altman; Banquet and Dance, I. L. Nixon; Projection, H. F. Heidegger; Ladies' Reception Committee, Mrs. C. M. Tuttle; Publicity Committee, Julius Haber.

NEWSREEL THEATRE OPERATION

- What experience proves about the profitable location for the news theatre.
- Types of potential patronage to whom a news theatre will appeal.

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Presented in

SHOWMEN'S TRADE REVIEW

NEXT WEEK

EQUIPMENT LITERATURE BUREAU

FOAM RUBBER CUSHIONS: The very newest, most improved from every standpoint of durability, comfort and cleanliness, is the foam rubber theatre seat cushioning. A degree of luxury seating that surpasses anything yet accomplished has been achieved by American Seating Company by a new construction of foam rubber over spring-arch cushioning. The new development is described in a folder that belongs in the file of well-run theatre organization. No theatre man is informed on the latest in seating equipment who is without knowledge of this new type of patron comfort, so we recommend you send in now for a copy of this folder.

VACUUM CLEANERS: We've never heard anybody complain that a theatre, any theatre, was too clean—which goes to show how much is demanded of the theatre in respect to its state of cleanliness. That fact alone stresses sufficiently the need for proper cleaning methods and proper cleaning equipment. The surest way to efficiency in proper cleaning is, first: supply the janitorial staff with the right equipment; second, set up a regular routine to be followed faithfully. So far as the equipment is concerned, a good vacuum cleaner is an absolute essential. In order to get a new perspective on the subject of how much work can be eliminated, how much equipment can be made to last longer as a result of proper and frequent cleaning, theatremen would do well to obtain a copy of a very practical paper on the vacuum cleaner manufactured by National Super Service Company. The National machine has been particularly adapted to theatre uses. It is described and illustrated in a folder we shall be glad to send to theatremen requesting this important piece of trade literature.

PROJECTION LAMPS: In its field, no organization has specialized with more outstanding results than the Strong Electric Company, manufacturer of projection lamps. The light source for projection is a vitally important factor in picture presentation and in showmanship itself; and no manager, much less no projectionist, should pass up the opportunity to gain all possible knowledge of projection lamps. There is no more practical and rapid way to inform yourself on that matter than by obtaining a booklet published by Strong. Send for yours now.

LIGHTING EQUIPMENT: Kliegl Bros., long-time specialists in theatre lighting, have published a fine bulletin describing and illustrating numerous types of lighting equipment for various applications, including architectural, theatrical, photographic as well as common forms of lighting fixtures and specialties. This is a valuable bulletin for the showman's files and we recommend you obtain a copy.

PLASTIC MOLDED SCREEN: A new development by Walker American Corp., is well worth investigation. We can help a limited number of those who would like to have a look-see at the new screen, as we have a small supply of samples—neatly bound in a folder—and will send them out on a first-come-first-serve basis to theatremen requesting them. The sample is a generous swatch (about 8 by 10 inches) and will permit theatremen and their projectionists to see the construction of the Plastic Molded surfacing which has been widely discussed in equipment circles.

RECTIFIERS (TUBE TYPE): Many claims are made for the economy of power conversion by means of the bulb or tube type rectifier. Forest Manufacturing Corp. has specialized in the development of this type of power converter and now offers units to serve intermediate high intensity, also. Suprex and Low Intensity arcs. A new booklet concerning this equipment will give you information about this type of rectifier, and you may have one for the asking.

SHOWMEN'S TRADE REVIEW maintains a complete library of literature pertaining to theatre equipment and the maintenance thereof. Theatremen are urged to use this service to keep well informed on new equipment, improved equipment and methods of maintaining the showhouse in an efficient and economical manner. There is absolutely no obligation involved in your request for the booklets described. Information on equipment not listed likewise may be requested and we will endeavor to obtain for all theatremen the desired material. In requesting literature, other information of this Bureau, please write name, name of theatre, and address plainly. Our only request is that the name of the theatre as well as street address appear on blanks or letters.

CANDY VENDORS: Machines that turn out nickels (all perfectly legal, too) provide the means of using certain empty corners in lobbies, lounges and rest rooms for profits which many theatremen are counting to their delight and the welfare of their bank accounts. There's a folder on the new candy vendors which National Theatre Supply is selling which we know you will want for a preview of the Rowe Vendor before making a trip to your nearest National store to see the machines and find out how you can accommodate your patrons with desired confections while adding big profits to your business. A copy will be sent promptly upon request.

UNIFORMS: Drill your staff all you like, pick the best looking boys or girls to do the ushering job in your theatre, and if they are not dressed in smartly designed and appropriate uniforms all your fine efforts are just so much waste of time. The uniform question is a live one at all times for showmen, and every showman's file should contain the latest literature concerning uniforms. We have just what you need in a booklet published by Russell Uniform Co., a foremost designer and manufacturer. It illustrates the types of uniforms for the different types of theatre.

SOUND PROJECTORS: The machine and related equipment that puts on the picture show is detailed and illustrated by photographs in an excellent book which has been issued by Motiograph. It describes the Motiograph projector as well as the Mirrophonic sound system—head, amplifiers, speakers, etc.—which is sold with this machine. Here is a book you will prize.

SEAMLOC CARPETS: Widely used to excellent effect in many of the most attractive theatres around the country. Still, there are even more theatremen who should become acquainted with the effects possible with Seamloc for carpeting foyers, mezzanines and rear orchestra floors. We have a folder published by the L. C. Chase Co., which will give you many suggestions and perhaps help you generate some ideas of your own that will fit into your situation most happily. Send for one.

DIRECTIONAL SIGNS: A new type of directional sign, very modern in design and effect, has an added advantage in that that look of luxury is accomplished inexpensively via a silhouette lettered sign that will direct patrons to the rest rooms, indicate the manager's office, etc. The various types of illuminated or unlighted signs are illustrated in a folder of the Peerless Products Co.

RUBBER MATTING: Come rain or shine, the lobby with the proper matting installation proclaims a theatre run with a view to the right notions of comfort and "housekeeping." Those mats out front will keep literally tons of dirt outside the theatre during the course of a year. Moreover, they will reduce the disturbing sounds of scraping feet and clumping of heavy heels on the terrazo or stone flooring at the entrance. Gay colors in harmonious designs are available in mats specially designed for theatre uses, and it will pay theatremen to have a look at the latest matting material made by one of the leading manufacturers. Thus we offer an instructive, illustrated folder on rubber matting issued by the American Mat Company to all interested showmen. Send for one.

SAFETY LADDERS: There are ladders that have been designed especially for the purposes of theatres, and smart theatremen buy this kind as an investment in safety. The Dayton Safety Ladder Company issued an interesting folder illustrating the safety ladder and we suggest you get one, and see for yourself how much better off your staff would be were one of this type on hand to eliminate the frequently repeated risky job of changing marquee letters with an old style rickety ladder for the job.

PROJECTOR MECHANISMS: Even the non-mechanical minded can get a very clear picture of the projector mechanism from this profusely illustrated story and description of just what a mechanism is and what makes it "tick." The book was published by International Projector Corp., and illustrates and describes the Simplex mechanism. If you want to familiarize yourself with mechanisms, freshen up your grasp of them, or be ready to make the right decision when some question comes up regarding repairs or replacements to your projectors, this booklet is just what the doctor ordered, for study and future reference.

STAGE DRAPES: Novelty Scenic Studios, veterans at the job of obtaining striking and colorful effects at small cost by clever arrangements in proscenium decoration, issued a booklet which discusses various styles of proscenium decoration. This booklet is certainly something you will find valuable.

TICKET MACHINES: One of the things so many showmen have told us they like about this department, is that it enables them to shop the entire market the easy-chair way. Well, have a look around at what's new in ticket machines. For instance, investigate the Timco Ticket Registers by sending for some folders telling about them—then go have a look at them when you're in the vicinity of the National Theatre Supply Branch in your territory.

WEIGHING MACHINES: There's profit in pounds, and many theatres are realizing nice extra coin which the patrons are glad to pay out for the sake of keepting track of their weight. Weighing machines have kept up with the times in all matters of appearance and eye-appeal, so they offer a point of interest and decoration, as well as utility, when placed in rest rooms of the theatre. You'll be interested in the folder made up by the Universal Scale Co., which tells all about new streamlined models.

MARQUEE SIGNS: Smarten up business as well as the front by having a marquee that's capable of blazing out a real selling message—that's the order of the day among the theatres that are doing business. The market is rich in material for putting a new face on the theatre and new punch into marquee selling. We have a book for you which tells all about the Wagner Sign Service's marquee signs, and it will pay you to get it, look it over carefully and keep it on file.

COOLING EQUIPMENT: National Theatre Supply Company offers a booklet containing data and illustrations which give you a clearer picture of how modern cooling is accomplished in the theatre. Your present ventilating system may prove adequate to the job of having a comfortably cool auditorium during the warm months by the addition of cooling equipment. We'll send one to you if you are interested.

ICE COOLING SYSTEM: Possibly you have overlooked one of the most efficient methods for cooling. This is by means of the modern type of conditioning done scientifically by ice meltage. The advantages of low cost of installation, low power cost, and simplicity of operation are explained in a booklet published by Knickerbocker Ice Co. It is illustrated with diagrams, makes everything understandable. Let us send you a copy.

AIR CONDITIONING: Westinghouse Electric and Manufacturing Co., gives a very practical slant to considerations of air conditioning in a booklet entitled "How to Buy Air Conditioning," copies of which we are enabled to send to interested theatremen. The most important factors concerning this subject are covered in the booklet and we recommend it to you.

REQUEST FOR LITERATURE

Equipment Literature Bureau
Showmen's Trade Review,
1501 Broadway, New York City

3/29/41

I am interested in the equipment data mentioned in the Literature Bureau column. Send me booklets on the following subjects, immediately:

.....

..... **Name** .....
(PRINT NAME AND ADDRESS)

..... **Theatre** .....

..... **Address** .....

..... **City** .....

..... **State** .....

Advance Dope

A WOMAN'S FACE (MGM) **Drama.** Rel. not set. **Principals:** Joan Crawford, Melvyn Douglas, Conrad Veidt, Osa Massen. **Plot:** A psychological melodrama about the leader of a notorious gang of blackmailers who is regenerated when a scar is removed from her face and her love for the man who performed the operation. **Director:** George Cukor.

BLOSSOMS IN THE DUST (MGM) **Drama.** Rel. not set. **Principals:** Greer Garson, Walter Pidgeon, Felix Bressart, Marsha Hunt. **Plot:** The inspired life of a simple, kindly, understanding woman, superintendent of the Texas Children's Home and Aid Society of Fort Worth, who has found happy homes for more than 2000 babies during the thirty years she has devoted to child welfare. **Director:** Mervyn Le Roy.

LOVE CRAZY (MGM) **Comedy.** Rel. not set. **Principals:** William Powell, Myrna Loy, Gail Patrick, Florence Bates. **Plot:** Trouble starts between a husband and wife and, when it looks like divorce, the husband feigns lunacy to postpone the hearing. Put in a private institution, he escapes by masquerading as a woman. Circumstances bring about their final reconciliation. **Director:** Jack Conway.

TOM, DICK AND HARRY (RKO) **Comedy.** Rel. June 13. **Principals:** Ginger Rogers, George Murphy, Burgess Meredith, Alan Marshal. **Plot:** A telephone operator becomes engaged to three men in as many different social strata at the same time. She finds herself in a spot, but she works out the problem to the satisfaction of everybody, including the two men she can't marry. **Director:** Garson Kanin.

HIT THE ROAD (Univ.) **Gangster.** Rel. June 27. **Principals:** Gladys George, Barton MacLane, Billy Halop, Huntz Hall, Gabriel Dell, Bernard Punsley. **Plot:** The four orphaned sons of the slain gunmen of a beer baron's notorious gang, are turned into good citizens when paroled to the "baron," who, after a stretch in prison for tax evasion, has been living within the law for the sake of his wife and daughter. **Director:** Joe May.

DR. JEKYLL AND MR. HYDE (MGM) **Drama.** Rel. not set. **Principals:** Spencer Tracy, Lana Turner, Ingrid Bergman, Donald Crisp, Ian Hunter. **Plot:** Tragic story of the doctor who tried to prove his theory about separating the evil from the good in a man's soul by practicing on himself. Unable eventually, to control his transformation into evil, it is only by death that he is released from the torment of his own experiment. **Director:** Victor Fleming.

THE SINGING HILLS (Rep.) **Western.** Rel. not set. **Principals:** Gene Autry, Smiley Burnette, Virginia Dale, Mary Lee. **Plot:** Gene Autry finds a way to protect the ranchers by getting the owner of a vast grazing land to change her mind about selling, as her land has been used as "free range" and the sale would ruin everyone. **Director:** Lew Landers.

THE UNIFORM (MGM) **Drama.** Rel. not set. **Principals:** Clark Gable, Rosalind Russell, Eduardo Ciannelli, Jessie Ralph. **Plot:** A male and female thief meet in the Far East, where each had gone to steal a fabulously valuable diamond pendant. They pit their wits against each other and then combine forces to extricate themselves from a key situation in international complications involving world powers. **Director:** Clarence Brown.

WIDOWS OF THE PRESS (Mono.) **Mystery.** Rel. April 30. **Principals:** Wallace Ford, Jean Parker, Jed Prouty, Suzanne Kaaren. **Plot:** A newspaper reporter is abducted when he tries to find the man who killed the head of the Guard America Committee. Through trickery, he gets word to the police in time to catch the guilty party. **Director:** Phil Rosen.

SOUTH OF PANAMA (PRC) **Spy.** Rel April 18. **Principals:** Roger Pryor, Virginia Vale, Lionel Royce, Lucien Prival. **Plot:** Pryor is mistaken for a government chemist by spies, when the real chemist's sister embraces him. Then all three are captured and brought to the spy's hideout, but quick thinking saves them and sends the spies to their doom. **Director:** Jean Yarbrough.

FEDERAL FUGITIVES (PRC) **Spy.** Rel. Mar. 28. **Principals:** Neil Hamilton, Doris Day, Victor Varconi. **Plot:** A young army intelligence officer joins up with a spy ring, believing himself unidentified, while he is really recognized. His life is threatened constantly, but through the help of the spy's secretary all ends satisfactorily. **Director:** William X. Crowley.

PASSAGE FROM HONGKONG (WB) **Mystery.** Rel. not set. **Principals:** Keye Luke, Lucille Fairbanks, Keith Douglas, Marjorie Gateson, Richard Ainley. **Plot:** While awaiting passage for home, from Hongkong, a murder mystery writer is caught in a web of his own making. But the woman he loves, also trying to get home, extricates him in time to board the boat. **Director:** Ross Lederman.

SHE KNEW ALL THE ANSWERS (Col.) **Drama.** Rel. May 15. **Principals:** Joan Bennett, Franchot Tone, John Hubbard, Eve Arden, William Tracy. **Plot:** A chorus girl uses her own tactics to win over the guardian of the rich playboy she plans on marrying but Cupid plays her a dirty trick by making her fall in love with the guardian and marrying him instead. **Director:** Richard Wallace.

Uniformed Men Distribute Novelty Heralds on 'The Thief of Bagdad'

Novelty folders, with a large "Stop!" on the front and a cut-out portion which revealed the title inside, were distributed by Manager A. Easson of the Oakwood Theatre, Toronto, on behalf of "The Thief of Bagdad." The words "and see" were also imprinted in small type on the front page.

Distribution was handled by the Accurate Distributing Agency, Easson reported, and added that "I always use this firm when distributing any advertising as they have uniformed men and do a perfect job."

Some enterprising fellows could start service of this kind in various communities. It might save the exhibitor the horror of finding stacks of handbills crammed in a rubbish can or deposited elsewhere by youngsters who find this method of "distribution" most convenient.

Barry's Free Film Plug

Skipper Earl Barry of Fox West Coast's Criterion, Santa Monica, featured the diamond ring angle in a cooperative ad which he promoted on "Third Finger, Left Hand." The ad, which cost the theatre nothing, was timed to run on the opening date of the picture, carried complete credits, with star-headed photos over the name of a Santa Monica jeweler who paid for it.

Meet Your Exchangemen

George T. Beattie (Paramount)

George is still receiving congratulations on his newest promotion. He is now sales manager in the Philadelphia Exchange. He is a real career man, having started as an ad salesman in Albany in 1926. He was transferred to Philadelphia in 1930 and the next year was made a salesman. When Ulrik Smith was made branch manager, George got his latest promotion. He is also celebrating the birth of his son, Feb. 25.



Warren Withers (Columbia)

Warren's introduction to the motion picture industry was in 1926 when he accepted a position as Portland Branch Manager for the Film Booking Office of America. He moved to the Seattle Office of First National in 1928 and later, in 1932, went with Columbia as salesman, working out of Portland where he is now located. He can tell you why Columbia pictures are strong along the Columbia River.



David A. Levy (Universal)

No matter how finely you combed the territory, you'd have a tough time meeting an exhibitor in New York or New Jersey who doesn't know Dave Levy. His friendships, of course, extend far beyond the territory. Before joining Universal as New York branch manager in 1939, Dave had been with MGM for a good many years, starting as a salesman and for many years New Jersey branch manager. Since 1939, when William A. Scully, with whom he was associated, became Universal sales manager, Dave has been the manager of this most important branch.



Joseph J. Fabacher (Col.)

Joe was born and raised in New Orleans. Before entering the film business as salesman, he operated theatres there. He has been with Columbia Pictures of La. since 1929. Prior to that time he was with MGM in the New Orleans branch for nine years. Having spent all his life in exhibition or distribution in the Crescent City, he is one of the veterans of the territory, and claims an especially wide acquaintance in film circles there.



Feature Booking Guide

ASTOR PICTURES

		Mins.	Rel. Date	See Issue of
Bat Whispers (My-D)	C. Morris-U. Merkel	86		Reissued
Crooked Circle (C)F	Zasu Pitts-Jimmy Gleason	70	9/15/40	Reissued
Everything Is Rhythm (Mu)	Harry Roy & Band	60	7/22/39	Not Rev.
Framed for Murder (D)	Wallace Ford-Fuzzy Knight		2/10/41	Not Rev.
Hell's Angels (D)	Lyon-Harlow-Hall	100	1/10/40	Reissued
Hell's Crossroads (D)A	Tom Keene-John Qualen (Former title "Our Daily Bread")		8/2/40	Reissued
Monster Walks (My-D)	Mischa Auer	60	7/6/40	Reissued
Murder at the Baskervilles	Arthur Wontner		10/15/40	Not Rev.
Scarface (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
Sky Devils (C-D)	Spencer Tracy	88	9/1/40	Reissued
Tumbleweeds (W)	William S. Hart	86	5/1/39	Reissued
U-67 (D)	Alan Hale-Claude Allister	60	8/1/39	Reissued
Vengeance of the Deep (D)F	Lloyd Hughes	70	2/15/40	b3/2/40

COLUMBIA

Current 1939-40

1009 Angels Over Broadway (G)A	Doug. Fairbanks, Jr.-R. Hayworth	79	9/30/40	b10/12/40
1029 Babies for Sale (D)A	Rochelle Hudson-Glenn Ford	64	5/16/40	b5/18/40
1024 Before I Hang (H)F	Boris Karloff-Evelyn Keyes	63	9/17/40	b10/12/40
1012 Blondie Has Servant Trouble (C)F	Penny Singleton-Arthur Lake	69	7/25/40	b7/27/40
1022 Five Little Peppers in Trouble (CD)F	Edith Fellows-Tommy Bond	64	9/1/40	b1/18/41
1037 Girls of the Road (D)A	Ann Dvorak-Helen Mack-L. Lane	61	6/20/40	b7/27/40
1040 Glamour for Sale (D)A	Anita Louise-Roger Pryor	59	9/27/40	b11/9/40
1006 He Stayed for Breakfast (C)A	Loretta Young-Melvyn Douglas	89	8/22/40	b8/10/40
1001 Howards of Virginia (PD)F	Cary Grant-Martha Scott-Carlson	117	9/19/40	b8/31/40
I Married Adventure (T)F	Travelogue Feature	78	7/24/40	b8/3/40
1023 Island of Doomed Men (D)A	Peter Lorre-Rochelle Hudson	67	5/20/40	b6/8/40
1008 Lady in Question (D)A	Brian Aherne-Rita Hayworth	81	8/7/40	b8/10/40
1016 Lone Wolf Meets a Lady(My)F	Warren William-Jean Muir	71	5/30/40	b5/18/40
1036 Mad Men of Europe (War)F	Edmund Gwenn-Mary Maguire	72	6/3/40	b5/25/40
1213 Man from Tumbleweeds (W)	Bill Elliott-Iris Meredith	59	5/2/40	a5/25/40
1038 Military Academy (D)F	Tommy Kelly-Bobby Jordan	66	7/18/40	b7/20/40
1021 Out West with the Peppers (CD)F	Edith Fellows-Dorothy Peterson	62	6/30/40	b7/20/40
1028 Passport to Alcatraz (Spy)A	Jack Holt-Cecelia Callejo	60	6/6/40	b5/25/40
1214 Return of Wild Bill (W)F	Bill Elliott-Iris Meredith	60	6/27/40	b7/13/40
1039 Secret Seven (My)F	Bruce Bennett-Florence Rice	62	8/15/40	b8/17/40
1206 Texas Stagecoach (W)F	Chas. Starrett-Iris Meredith	59	5/23/40	b3/30/40
1111 Twenty-one Days Together (D)A (Reviewed as "Three Weeks Together")	Vivien Leigh-Laurence Olivier	72	5/16/40	b4/6/40

Current 1940-41

2212 Across the Sierras (W)	Bill Elliott-Luana Walters	58	2/13/41	a11/16/40
Adam Had Four Sons (D)A	Warner Baxter-Ingrid Bergman	80	2/18/41	b2/22/41
2101 Arizona (D)A	Jean Arthur-Holden-William	128	12/25/40	b11/23/40
2210 Beyond the Sacramento (W)F	Bill Elliott-Evelyn Keyes	57	11/14/40	b3/15/41
2015 Blondie Goes Latin (CM)F	Penny Singleton-Arthur Lake	68	2/27/41	b3/1/41
2016 Blondie Plays Cupid (C)F	Penny Singleton-Arthur Lake	68	10/31/40	b11/2/40
2028 Devil Commands (H)A	Boris Karloff-Amanda Duff	65	2/3/41	b2/8/41
2201 Durango Kid (W)F	Chas. Starrett-Luana Walters	60	8/15/40	b8/31/40
2024 Ellery Queen, Master Detective (My)F	Ralph Bellamy-Margaret Lindsay	68	11/30/40	b11/30/40
Ellery Queen's Penthouse Mystery (My)F	Ralph Bellamy-Margaret Lindsay	68	3/24/41	b3/1/41
2012 Escape to Glory (D)A	Constance Bennett-Pat O'Brien	74	11/28/40	b11/23/40
2029 Face Behind the Mask (H)A	Peter Lorre-Evelyn Keyes	69	1/16/41	b2/15/41
2032 Fugitive from a Prison Camp (D)F	Jack Holt-Marian Marsh	59	9/5/40	b8/10/40
2038 Girls Under Twenty-one (D)F	Paul Kelly-Rochelle Hudson	64	10/24/40	b11/16/40
2031 Great Plane Robbery (G)A	Jack Holt-Vicki Lester	53	12/9/40	b11/23/40
2021 Lone Wolf Keeps a Date (MyC)A	Warren William-Frances Robinson	64	11/23/40	b11/23/40
Lone Wolf Takes a Chance (My)	Warren William-June Storey		3/6/41	a1/11/41
2027 Meet Boston Blackie (D)A	Chester Morris-Rochelle Hudson	69	2/20/41	b3/1/41
Missing Ten Days (D)F (Reviewed as "Ten Days in Paris")	Rex Harrison-Karen Verne	82	2/28/41	b10/21/39
2030 Nobody's Children (D)F	Edith Fellows-Lois Wilson	65	10/17/40	b1/25/41
2213 North From the Lone Star(W)	Bill Elliott-Dorothy Fay		3/31/41	a3/8/41
2205 Outlaws of the Panhandle (W)	Chas. Starrett-Frances Robinson	59	2/27/41	a8/31/40
2033 Phantom Submarine (D)F	Anita Louise-Bruce Bennett	70	12/20/40	b2/22/41
2204 Pinto Kid (W)	Charles Starrett-Louise Currie	61	1/9/41	a7/13/40
2209 Prairie Schooners (W)F	Bill Elliott-Evelyn Young	58	9/30/40	b11/9/40
2018 So You Won't Talk? (C)F	Joe E. Brown-Frances Robinson	69	10/3/40	b9/28/40
2005 This Thing Called Love (C)A	Melvyn Douglas-Rosalind Russell	95	1/2/41	b12/28/40
2203 Thundering Frontier (W)F	Charles Starrett-Iris Meredith	57	12/5/40	b9/21/40
2202 West of Abilene (W)F	Charles Starrett-Marjorie Cooley	58	10/21/40	b7/20/40
2211 Wildcat of Tucson (W)	Bill Elliott-Evelyn Young	59	12/31/40	a10/26/40

Coming 1940-41

Chain Gang (D)	Otto Kruger-Gloria Dickson		4/28/41	a3/15/41
Great Swindle (D) (Former title "Tampered Evidence")	Jack Holt-Marjorie Reynolds	54	4/10/41	a6/29/40
Her First Beau (CD)	Jane Withers-Jackie Cooper		5/8/41	a3/15/41
Naval Academy (CD)	Jimmy Lydon-Fred. Bartholomew		5/22/41	a3/15/41
Officer and the Lady	Rochelle Hudson-Bruce Bennett			In Prod.
Penny Serenade (C)	Irene Dunne-Cary Grant		4/17/41	a12/21/40
Return of Daniel Boone (W)	Bill Elliott-Betty Miles			In Prod.
Senate Page Boys (D)	Herbert Marshall-Virginia Bruce		5/30/41	a3/15/41
She Knew All the Answers(D)	Franchot Tone-Joan Bennett		5/15/41	a3/29/41
They Dare Not Love (D)	Martha Scott-George Brent		4/30/41	a2/22/41
Time Out for Rhythm (DM)	Rudy Vallee-Rosemary Lane			a3/15/41
Under Age (D)	Nan Grey-Alan Baxter-Tom Neal		4/24/41	a3/15/41

DISNEY

Fantasia (FA)F	Technicolor Cartoon	150		b11/16/40

MGM

Current 1939-40

43 Andy Handy Meets Debutante (C)F	Mickey Rooney-Lewis Stone	86	7/5/40	b7/6/40
48 Boom Town (D)A	Gable-Tracy-Lamarr-Colbert	120	8/30/40	b8/10/40
42 Captain Is A Lady (C)F	Coburn-Billie Burke-B. Bondi	65	6/21/40	b6/29/40
36 Edison The Man (B)F	Spencer Tracy-Rita Johnson	107	5/10/40	b5/25/40
49 Golden Fleecing (CD)F	Rita Johnson-Lew Ayres	70	8/16/40	b8/24/40
47 Gold Rush Maisie (C)F	Ann Sothern-Lee Bowman	82	7/26/40	b8/3/40
50 I Love You Again (C)A	Wm. Powell-Myrna Loy	99	8/9/40	b8/10/40
41 Mortal Storm (D)F	Margaret Sullavan-Jas Stewart	100	6/14/40	b6/15/40
31 New Moon (D)F	Jeanette MacDonald-Nelson Eddy	102	6/28/40	b6/15/40
40 Phantom Raiders (My)F	Walter Pidgeon-Florence Rice	70	5/31/40	b6/1/40
46 Pride and Prejudice (PD)F	Greer Garson-L. Olivier	117	8/2/40	b7/13/40
44 Sporting Blood (A)F	R. Young-M. O'Sullivan-L. Stone	82	7/12/40	b7/13/40
39 Susan and God (C)A	Joan Crawford-Fredric March	117	6/7/40	b6/8/40
35 Twenty Mule Team (D)F	Wallace Beery-Leo Carrillo	84	5/3/40	b5/4/40
39 Waterloo Bridge (D)A	Vivien Leigh-Robert Taylor	107	5/17/40	b5/18/40
45 We Who Are Young (D)A	Lana Turner-John Shelton	78	7/19/40	b7/20/40

MGM

Current 1940-41

126 Andy Hardy's Private Secretary (C)F	Mickey Rooney-Lewis Stone	101	2/21/41	b2/22/41
124 Bad Man (D)F	Wallace Beery-Lionel Barrymore	70	3/28/41	b3/29/41
110 Bittersweet (Tech.) (O)F	Jeanette MacDonald-Nelson Eddy	94	11/8/40	b11/16/40
123 Blonde Inspiration (C)F	Shelton-Grey-Dekker-Nolan	72	2/7/41	b2/8/41
132 Come Live With Me (C)A	James Stewart-Hedy Lamarr	85	1/31/41	b1/25/41
113 Comrade X (C)A	Clark Gable-Hedy Lamarr	88	12/13/40	b12/7/40
101 Dr. Kildare Goes Home (D)F	Barrymore-Ayres-Day	80	9/6/40	b9/7/40
115 Dr. Kildare's Crisis (D)F	L. Barrymore-Ayres-Rob't Young	74	11/29/40	b12/7/40
106 Dulcy (C)F	A .Sothern-Ian Hunter-B. Burke	73	10/4/40	b10/5/40
108 Escape (D)A	Norma Shearer-Robert Taylor	104	11/1/40	b11/2/40
117 Flight Command (D)F	Robt. Taylor-Ruth Hussey	115	1/3/41	b12/21/40
127 Free and Easy (SC)A	Ruth Hussey-Robert Cummings	55	2/28/41	b3/8/41
111 Gallant Sons (My)F	Jackie Cooper-Gene Reynolds	76	11/15/40	b11/16/40
Gone With the Wind (PD)F	Gable-Leigh-Howard (Tech.)	228	1/17/41	b12/16/39
114 Go West (F)F	Marx Brothers	82	12/6/40	b12/14/40
104 Haunted Honeymoon (CD)A	Robt. Montgomery-C. Cummings	82	9/20/40	b8/31/40
109 Hullabaloo (C)F	Frank Morgan-Billie Burke	77	10/25/40	b11/2/40
116 Keeping Company (D)F	John Shelton-Ann Rutherford	78	12/20/40	b1/4/41
120 Land of Liberty (Doc)F	Special Subject	98	1/24/41	b1/11/41
112 Little Nellie Kelly (MC)F	Judy Garland-Geo. Murphy	98	11/22/40	b11/16/40
118 Maisie Was A Lady (C)A	Ann Sothern-Maureen O'Sullivan	79	1/10/41	b1/11/41
129 Penalty, The (G)A	Lionel Barrymore-Edw. Arnold	80	3/14/41	b3/15/41
119 Philadelphia Story (FC)A	Katharine Hepburn-James Stewart	110	1/17/41	b11/30/40
128 Rage in Heaven (My)A	Rob't Montgomery-Ingrid Bergman	83	3/7/41	b3/8/41
105 Sky Murder (My)F	Walter Pidgeon-Donald Meek	72	9/27/40	b9/28/40
103 Strike Up the Band (M)F	Mickey Rooney-Judy Garland	120	9/27/40	b9/21/40
107 Third Finger,Left Hand (C)A	Myrna Loy-Melvyn Douglas	96	10/11/40	b10/12/40
125 Trial of Mary Dugan (My)F	Laraine Day-Robert Young	90	2/14/41	b2/15/41
121 Wild Man of Borneo (C)F	Frank Morgan-Billie Burke	78	1/24/41	b2/1/41
102 Wyoming (CD)A	Wallace Beery-Marjorie Main	87	9/13/40	b9/14/40

Coming 1940-41

Billy the Kid (Tech.) (D)	Rob't Taylor-Maureen O'Sullivan			a2/1/41
Blossoms in the Dust (D)	Greer Garson-Walter Pidgeon(Tech.)			a3/29/41
Dr. Jekyll and Mr. Hyde (D)	Spencer Tracy-Ingrid Bergman			a3/29/41
Lady Be Good (Mu)	Eleanor Powell-Ann Sothern			a3/22/41
Love Crazy (C)	Wm. Powell-Myrna Loy-Fay Bainter			a3/29/41
Man From the City	Virginia Weidler-Robt. Sterling			In Prod.
Marx Bros. (Untitled) (F)	Marx Bros.-Virginia Grey			In Prod.
Men of Boys Town (D)F	Spencer Tracy-Mickey Rooney	107	4/11/41	b3/15/41
People vs. Dr. Kildare (D)	Lew Ayres-Lionel Barrymore			In Prod.
Uniform, The (D)	Clark Gable-Rosalind Russell			a3/29/41
Washington Melodrama (My)	Frank Morgan-Ann Rutherford		4/4/41	a3/22/41
Woman's Face (D)	Joan Crawford-Melvyn Douglas			a3/29/41
Ziegfeld Girl (Mu)	Stewart-Garland-Lamarr-Martin		4/18/41	a1/18/41

MONOGRAM

Current 1939-40

Arizona Frontier (W)F	Tex Ritter-Evelyn Finley	55	8/19/40	b8/31/40
Boys of the City (C-D)F	East Side Kids	63	7/15/40	b7/20/40
Cowboy From Sundown (W)F	Tex Ritter	58	5/9/40	b5/11/40
Doomed to Die (My)F	Boris Karloff-Marjorie Reynolds	67	8/5/40	b8/3/40
Golden Trail (W)F	Tex Ritter	52	7/3/40	b7/6/40
Haunted House (D)F	Marcia Mae Jones-Jackie Moran	70	7/22/40	b7/20/40
Kid From Santa Fe (W)	Jack Randall		5/23/40	a4/27/40
Land of the Six Guns (W)F	Jack Randall-Louise Stanley	54	5/2/40	b6/29/40
Last Alarm (D)F	Warren Hull-Polly Ann Young	61	6/25/40	b7/6/40
Laughing at Danger (D)F	Frankie Darro-Joy Hodges	62	8/12/40	b8/3/40
Missing People (My)F	Will Fyffe-Kay Walsh	69	8/19/40	b11/9/40
On the Spot (D)F	Frankie Darro-Mary Kornman	61	6/11/40	b6/8/40
Queen of the Yukon (D)F	Chas. Bickford-Irene Rich	73	8/26/40	b9/14/40
Rainbow Over the Range(W)F	Tex Ritter-Dorothy Fay	59	7/29/40	b8/3/40
Riders From Nowhere (W)	Jack Randall-Margaret Roach	45	6/6/40	a4/27/40
Up in the Air (My-D)F	Frankie Darro-Marjorie Reynolds	61	9/9/40	b9/14/40
Who Is Guilty? (D)F	Ben Lyon	60	9/2/40	b9/7/40
Wild Horse Range (W)F	Jack Randall	53	6/25/40	b6/22/40

Current 1940-41

Ape, The (D)F	Boris Karloff	62	9/30/40	b10/26/40
Chamber of Horrors (D)A	Leslie Banks-Gina Malo	83	12/20/40	b6/29/40
Dead Man's Shoes (My)	Leslie Banks-Wilfred Lawson		1/15/41	Not Rev.
Drums of the Desert (D)F	Ralph Byrd-Lorna Grey	64	10/7/40	b10/12/40
Flying Wild (D)F	East Side Kids-Joan Barclay	65	3/10/41	b3/1/41
Her First Romance (C-D)F	Edith Fellows-Wilbur Evans	77	12/25/40	b12/28/40
Ol' Swimmin' Hole F	Marcia Mae Jones-J. Moran	78	10/21/40	b10/26/40
Orphans of the North (T)	Adventure film		7/29/40	Not Rev.
Outsider (D)F	Geo. Sanders-Mary Maguire	91	9/15/40	b3/23/40
Phantom of Chinatown (My)F	Keye Luke-Lotus Long	62	11/11/40	b11/23/40
Pride of the Bowery F	Leo Gorcey-Bobby Jordan	63	12/15/40	b1/25/41
Range Busters (W)F	Ray Corrigan-Max Terhune	56	8/22/40	b9/14/40
Ridin' the Cherokee Trail (W)F	Tex Ritter-Slim Andrews	60	2/25/41	b2/22/41
Rollin' Home to Texas (W)F	Tex Ritter-Slim Andrews	63	12/30/40	b2/1/41
Sign of the Wolf (D)F	Grace Bradley-Louise Beavers	69	3/25/41	b3/22/41
Take Me Back to Oklahoma (W)F	Tex Ritter-Terry Walker	64	11/11/40	b11/30/40
That Gang of Mine (D)F	Bobby Jordan-Leo Gorcey	62	9/23/40	b10/5/40
Trailin' Double Trouble (W)F	Ray Corrigan-John King	58	10/7/40	b10/19/40
Trail of the Silver Spurs(W)F	Corrigan-King-Terhune	55	1/5/41	b3/8/41
West of Pinto Basin (W)F	Corrigan-King-Terhune	56	11/14/40	b12/7/40
You're Out of Luck (D)F	Darro-Moreland	62	1/20/41	b1/18/41

Coming 1940-41

Break the News (M)	Maurice Chevalier-Jack Buchanan			Not Rev.
Kid's Last Ride (W) (Former title "Prairie Schooldays")	John King-Ray Corrigan			a1/11/41
Phantom Killer	Bela Lugosi-Polly Ann Young		4/25/41	In Prod.
Tumbledown Ranch in Arizona (W)	Range Busters		4/20/41	In Prod.
Widows of the Press (My)	Jean Parker-Wallace Ford		4/30/41	a3/29/41

PARAMOUNT

Current 1939-40

3935 Biscuit Eater (B)F	Billie Lee-Cordell Hickman	79	5/24/40	b4/13/40
3932 Buck Benny Rides Again(C)F	Jack Benny-Virginia Dale	85	5/3/40	b4/13/40
3944 Comin' 'Round the Mountain (C)F	Bob Burns-Una Merkel	72	8/16/40	b8/17/40
3938 Ghost Breakers (MyC)F	Bob Hope-Paulette Goddard	78	6/21/40	b6/8/40
3942 Golden Gloves (D)A	Jean Cagney-Robert Ryan	68	8/2/40	b8/3/40
3945 Great McGinty (D)A	Brian Donlevy-Akim Tamiroff	85	8/23/40	b7/27/40
3958 Hidden Gold (W)F	Wm. Boyd-Russell Hayden		6/7/40	b5/18/40
3943 Mystery Sea Raider (D)F	Henry Wilcoxon-Carole Landis	77	8/9/40	b8/10/40
3946 North West Mounted Police (D)F	Cooper-Carroll-Goddard (Tech.)	126	12/27/40	b10/26/40
3933 Opened By Mistake (C)F	Charles Ruggles-Robert Paige	67	5/10/40	b5/11/40
3939 Queen of the Mob (G)A	Jean Cagney-Richard Denning	60	6/28/40	b6/29/40
3937 Safari (D)F	Madeleine Carroll-Fairbanks, Jr.	86	6/14/40	b6/8/40
3959 Stagecoach War (W)F	Wm. Boyd-Russell Hayden	61	7/12/40	b7/6/40
3936 Those Were the Days (PC)F	Wm. Holden-Bonita Granville	75	5/31/40	b5/25/40
3934 Typhoon (Tech.) (D)F	Dorothy Lamour-Robert Preston	71	5/17/40	b5/4/40
3941 Untamed (Tech.) (D)A	Milland-Tamiroff-Morison	82	7/26/40	b6/29/40
3940 Way of All Flesh (D)A	Akim Tamiroff-William Henry	84	7/5/40	b6/1/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

PARAMOUNT

Current 1940-41

			Mins.	Rel. Date	See Issue of
4009	Arise, My Love (CD)	A.....Claudette Colbert-Ray Milland	110	11/8/40	b10/19/40
4005	Cherokee Strip (W)	F.....Richard Dix-William Henry	86	10/11/40	b10/5/40
4007	Christmas in July (CD)	F.....Dick Powell-Ellen Drew	68	10/25/40	b9/21/40
4008	Dancing on A Dime (MC)	F...Grace MacDonald-Robt. Paige	73	11/1/40	b10/12/40
4051	Doomed Caravan (W)	F.....Bill Boyd-Russell Hayden	60	1/10/41	b1/11/41
4052	In Old Colorado (W)	F.....Wm. Boyd-Russell Hayden	66	3/14/41	b3/1/41
4002	I Want A Divorce (C)	A.....Dick Powell-Joan Blondell	94	9/20/40	b9/7/40
4016	Life With Henry (C)	F.....Jackie Cooper-Leila Ernst	80	1/24/41	b1/18/41
4021	Lady Eve (D)	F.....Barbara Stanwyck-Henry Fonda	97	3/21/41	b3/1/41
4023	Las Vegas Nights (Mu-C)	F...Phil Regan-Bert Wheeler-Dorsey	89	3/28/41	b3/22/41
4013	Love Thy Neighbor (C)	F.....Jack Benny-Fred Allen	82	12/27/40	b12/21/40
4018	Mad Doctor (H)	F.....Basil Rathbone-Ellen Drew	90	2/14/41	b2/15/41
4020	Monster and the Girl (H)	A...Ellen Drew-Onslow Stevens	64	2/28/41	b2/15/41
4006	Moon Over Burma (D)	A.....D. Lamour-R. Preston-P. Foster	82	10/18/40	b10/19/40
4011	Night At Earl Carroll's (M)	F.J. Carrol Naish-E. Carroll Girls	70	12/6/40	b11/23/40
4004	Quarterback (CD)	F.....Wayne Morris-Virginia Dale	72	10/4/40	b10/5/40
4003	Rangers of Fortune (D)	F.....MacMurray-Morison-Dekker	80	9/27/40	b9/14/40
4001	Rhythm on the River (M)	F...Bing Crosby-Mary Martin	90	9/6/40	b8/24/40
4014	Second Chorus (M)	F.....Fred Astaire-Paulette Goddard	88	1/3/41	b11/30/40
4012	Texas Rangers Ride Again (W)	F..... J. Howard-Ellen Drew-M. Robson	67	12/13/40	b11/9/40
4050	Three Men From Texas (W)	F.William Boyd-Russell Hayden	75	11/15/40	b9/14/40
4015	Victory (D)	A.....Fredric March-Betty Field	79	1/17/41	b12/21/40
4019	Virginia (Tech.) (PD)	F.....Madeleine Carroll-F. MacMurray	108	2/21/41	b1/18/41
4010	World In Flames (Doc)	A.....Newsreel Compilation	60	10/25/40	b10/19/40
4017	You're The One (M)	F.....Orrin Tucker-Bonnie Baker	81	2/7/41	b2/8/41

Coming 1940-41

	Aloma of the South Seas (Tech.)	.....Dorothy Lamour-Jon Hall	8/8/41		In Prod.
4053	Border Vigilantes (W)	.....Bill Boyd-Russell Hayden	4/18/41		a1/11/41
	Buy Me That Town	.....Lloyd Nolan-Constance Moore			In Prod.
	Caught in the Draft (C)	.....Bob Hope-Dorothy Lamour	5/30/41		a3/1/41
	Great Man's Lady (D)	.....Barbara Stanwyck-Joel McCrea			a3/22/41
		(Former title "Pioneer Woman")			
	Hold Back the Dawn (D)	.....Chas. Boyer-Olivia de Havilland			a3/22/41
	I Wanted Wings (D)	F.....Brian Donlevy-Ray Milland	7/18/41		a12/7/40
	Kiss the Boys Goodbye (CM)	.D. Ameche-M. Martin-O. Levant	7/4/41		a3/8/41
	New York Town	.....Mary Martin-Fred MacMurray	7/25/41		a11/30/40
	Night of Jan. 16th	.....Ellen Drew-Robt. Preston			In Prod.
	One Night in Lisbon (CD)	...Madeleine Carroll-Fred MacMurray	5/16/41		a2/8/41
	Pirates on Horseback (W)	....Wm. Boyd-Russell Hayden	6/6/41		a1/25/41
	Power Dive (D)	.....Richard Arlen-Jean Parker	4/25/41		a3/22/41
	Reaching for the Sun (D)	....Joel McCrea-Ellen Drew	5/3/41		a11/2/40
4025	Road to Zanzibar (CM)	F.....Crosby-Lamour-Hope	90	4/11/41	b3/15/41
4024	Round-Up (W)	F .....Richard Dix-Patricia Morison	90	4/4/41	b3/15/41
	Shepherd of the Hills (D)	....John Wayne-Betty Field (Tech.)	6/13/41		a11/9/40
	Skylark (CD)	.....Claudette Colbert-Ray Milland			a3/1/41
4020	There's Magic in Music (Mu)	F.Allan Jones-Susanna Foster	80		b3/1/41
		(Reviewed as "Hard Boiled Canary")			
	West Point Widow (CD)	.....Ann Shirley-Richard Carlson	7/25/41		a3/22/41
	Wide Open Town (W)	.....William Boyd-Russell Hayden			a3/1/41

Coming 1941-42

	Mr. Bug Goes to Town	.....Tech. Cartoon Feature			In Prod.

PRODUCERS RreleasING CO.

153	Arizona Gang Busters (W)	....Tim McCoy	60	9/16/40	Not Rev.
159	Billy the Kid's Gun Justice (W)	.Bob Steele	63	12/27/40	Not Rev.
158	Billy the Kid in Texas (W)	.Bob Steele	55	9/30/40	Not Rev.
157	Billy the Kid Outlawed (W)	.Bob Steele	55	7/20/40	Not Rev.
160	Billy the Kid's Range War (W)	.Bob Steele	60	1/24/41	Not Rev.
161	Billy the Kid's Trigger Pals (W)	.Bob Steele		3/3/41	Not Rev.
107	Caught in the Act (C)	.....Henry Armetta	62	1/17/41	Not Rev.
105	Devil Bat (My)	.....Bela Lugosi	69	12/13/40	Not Rev.
	Emergency Landing	.....Carol Hughes			In Prod.
108	Federal Fugitives (Spy)	.....Neil Hamilton		3/28/41	a3/29/41
151	Frontier Crusader (W)	.....Tim McCoy	64	6/1/40	Not Rev.
152	Gun Code (W)	.....Tim McCoy	55	8/3/40	Not Rev.
102	Hold That Woman (C-D)	F....James Dunn-Frances Gifford	66	6/28/40	b8/3/40
101	I Take This Oath (D)	.....Joyce Compton-Gordon Jones	67	5/20/40	Not Rev.
104	Misbehaving Husbands (C)	F..Harry Langdon-Betty Blythe	66	12/20/40	b12/14/40
163	Lone Raider Rides On (W)	....George Houston	64	1/10/41	Not Rev.
164	Lone Rider Crosses the Rio (W)	George Houston		2/28/41	Not Rev.
103	Marked Men (D)	.....Warren Hull-Isabel Jewell		8/28/40	Not Rev.
155	Outlaws of the Rio Grande (W)	F ..... Tim McCoy	53	3/7/41	b3/1/41
154	Riders of Black Mountain (W)	.Tim McCoy	59	11/11/40	Not Rev.
106	Secret Evidence (My)	F.....Charles Quigley-Marjorie Reynolds	64	1/31/41	b2/8/41
110	South of Panama (Spy)	.....Roger Pryor-Virginia Vale		4/18/41	a3/29/41

R.K.O.-RADIO

Current 1939-40

35	Anne of Windy Poplars (D)	F.Anne Shirley-James Ellison	89	6/28/40	b6/22/40
31	Beyond Tomorrow (D)	A.....Richard Carlson-Jean Parker	84	5/10/40	b3/30/40
28	Bill of Divorcement (D)	A....Maureen O'Hara-Adolphe Menjou	73	5/31/40	b3/16/40
39	Cross Country Romance (C)	F..Gene Raymond-Wendy Barrie	66	7/12/40	b6/29/40
40	Dance, Girl, Dance (D)	A.....Maureen O'Hara-Louis Hayward	82	8/23/40	b8/31/40
36	Dr. Christian Meets the Women (D)	F.....Jean Hersholt-Dorothy Lovett	63	7/5/40	b6/29/40
24	Irene (Part Tech.) (MC)	F....Anna Neagle-Ray Milland	101	5/3/40	b4/20/40
38	Lucky Partners (C)	A.....Ginger Rogers-Ronald Colman	101	8/23/40	b8/17/40
37	Millionaires in Prison (D)	A..Lee Tracy-Linda Hayes	62	7/26/40	b6/29/40
25	My Favorite Wife (C)	A.....Dunne-Grant-Scott	83	5/17/40	b5/4/40
42	One Crowded Night (D)	A.....Billie Seward-Don Costello	66	8/9/40	b8/3/40
34	Pop Always Pays (C)	F.....Leon Errol-Dennis O'Keefe	66	6/21/40	b6/22/40
84	Prairie Law (W)	F.....Geo. O'Brien-Virginia Vale	62	6/7/40	b6/22/40
61	Queen of Destiny (B)	F.....Neagle-Walbrook (Tech.)	90	8/2/40	b10/29/38
		(Reviewed as "Sixty Glorious Years")			
33	Saint Takes Over (MyC)	F....Geo. Sanders-Wendy Barrie	60	6/7/40	b4/27/40
85	Stage to Chino (W)	F.....George O'Brien	59	7/26/40	b7/27/40
41	Stranger on the Third Floor (D)	A.....Peter Lorre-Margaret Tallichet	62	8/16/40	b9/7/40
29	Tom Brown's Schooldays (D)	F.Jimmy Lydon-Hardwicke	84	7/19/40	b6/22/40
86	Triple Justice (W)	F.....Geo. O'Brien-Virginia Vale	66	9/27/40	b10/19/40
43	Wildcat Bus (A)	F.....Fay Wray-Charles Lang	62	8/23/40	b8/17/40
32	You Can't Fool Your Wife (C)	F.....Lucille Ball-James Ellison	68	5/24/40	b5/25/40

Current 1940-41

183	Along the Rio Grande (W)	F..Tim Holt-Betty Jane Rhodes	66	2/7/41	b2/1/41
118	Citizen Kane (D)	.....Orson Welles-Dorothy Comingore		2/28/41	In Prod.
161	Convoy (War)	F.....Clive Brook-John Clements	89	1/3/41	b12/7/40
102	Dreaming Out Loud (C)	F.....Lum & Abner-Frances Langford	81	9/13/40	b9/14/40
182	Fargo Kid (W)	F.....Tim Holt-Jane Drummond	55	12/6/40	b11/2/40
119	Footlight Fever (C)	.....Alan Mowbray-Donald McBride		3/21/41	a1/18/41
		(Former title "Show Business")			
120	Girl, A Guy and A Gob (C)	F.Geo. Murphy-Lucille Ball	91	3/14/41	b3/1/41
103	I'm Still Alive (D)	F.....Linda Hayes-Kent Taylor	66	9/27/40	b9/21/40
112	Kitty Foyle (D)	A.....Ginger Rogers-Dennis Morgan	105	12/27/40	b12/28/40
107	Laddie (D)	F.....Tim Holt-Virginia Gilmore	68	10/18/40	b9/21/40
115	Let's Make Music (CM)	F....Bob Crosby-Jean Rogers	84	1/17/41	b12/14/40
109	Li'l Abner (F)	F.....Granville Owen-Kay Sutton	78	11/1/40	b11/9/40
110	Little Men (D)	F.....Kay Francis-Lydon-Oakie	84	1/10/41	b12/7/40
101	Men Against the Sky (D)	F...Richard Dix-Wendy Barrie	74	9/6/40	b8/24/40
111	Mexican Spitfire Out West (C)	A.....Lupe Velez-Leon Errol	75	11/15/40	b10/12/40
117	Mr. & Mrs. Smith (C)	A.....Carole Lombard-Robt. Montgomery	95	1/31/41	b1/18/41
114	No, No, Nanette (MC)	F.....Anna Neagle-Richard Carlson	96	12/20/40	b12/21/40
121	Play Girl (CD)	A.....Kay Francis-James Ellison	75	2/14/41	b12/21/40
171	Ramparts We Watch (Doc)	F..March of Time Feature	90	8/16/40	b7/27/40
113	Remedy for Riches (D)	F.....Jean Hersholt-Dorothy Lovett	60	11/29/40	b11/23/40
123	Scattergood Baines (C)	F.....Guy Kibbee-Carol Hughes	69	2/21/41	b2/15/41

R.K.O.-RADIO

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
116	Saint in Palm Springs (MyC)	F.....George Sanders-Wendy Barrie	67	1/24/41	b1/4/41
104	They Knew What They Wanted (D)	A.....Charles Laughton-Carole Lombard	96	10/25/40	b10/12/40
106	Too Many Girls (M)	A.....Richard Carlson-Lucille Ball	85	11/8/40	b10/12/40
105	Villain Still Pursued Her (C)	F.....Anita Louise-Richard Cromwell	66	10/11/40	b7/27/40
181	Wagon Train (W)	F.....Tim Holt-Martha O'Driscoll	62	10/4/40	b10/12/40
108	You'll Find Out (MyMC)	F...Kay Kyser-Peter Lorre-Karloff	97	11/22/40	b11/16/40

Coming 1940-41

	Bambi	.....Disney Cartoon Feature			In Prod.
	Before the Fact (D)	.....Cary Grant-Joan Fontaine			a3/22/41
	Certain Mr. Scratch	.....Thomas Mitchell-Walter Huston			In Prod.
122	Devil and Miss Jones (D)	.....Jean Arthur-Chas. Coburn	4/14/41		a2/15/41
129	Hurry, Charlie, Hurry (C)	...Leon Errol-Mildred Coles	5/2/41		In Prod.
124	Melody for Three (D)	F.....Jean Hersholt-Fay Wray	67	3/28/41	b3/8/41
	My Life With Caroline	.....Ronald Colman-Anna Lee			In Prod.
	Parachute Battalion	.....Robert Preston-Nancy Kelly			In Prod.
	Reluctant Dragon	.....Benchley and Cartoon Characters			In Prod.
125	Repent at Leisure (C-D)	.....Kent Taylor-Wendy Barrie	4/4/41		a3/1/41
184	Robbers of the Range (W)	...Tim Holt-Ray Whitley	4/18/41		a2/8/41
	Scattergood Pulls the Strings (CD)	.....Guy Kibbee	5/30/41		In Prod.
	Sunny (Mu)	.....A. Neagle-J. Carroll-R. Bolger	5/16/41		In Prod.
128	They Met in Argentina (MD)	.Ellison-O'Hara-Ebsen	4/25/41		a2/15/41
126	Tom, Dick and Harry (C)	....Ginger Rogers-Geo. Murphy	6/13/41		a3/29/41

REPUBLIC

Current 1939-40

944	Carolina Moon (MW)	F.....Gene Autry-Burnette-June Storey	65	7/15/40	b7/20/40
955	Carson City Kid (W)	F.....Roy Rogers-"Gabby" Hayes	57	7/1/40	b6/22/40
923	Crooked Road (D)	A.....Edmund Lowe-Irene Hervey	66	5/10/40	b5/11/40
924	Earl of Puddlestone (C)	F.....The Gleasons	67	8/31/40	b8/17/40
906	Gangs of Chicago (G)	F.....Lola Lane-Lloyd Nolan-MacLane	66	5/19/40	b5/25/40
943	Gaucho Serenade (MW)	F.....Gene Autry-Smiley Burnette	66	5/10/40	b5/18/40
904	Girl From God's Country (D)	F.Chester Morris-Chas. Bickford	75	7/30/40	b7/27/40
908	Grand Ole Opry (C)	F.....Weaver Bros. & Elviry	68	6/25/40	b7/13/40
992	One Man's Law (W)	F.....Don Barry-Janet Waldo	57	6/29/40	b7/13/40
956	Ranger and the Lady (W)	F...Roy Rogers-George Hayes	59	7/30/40	b7/27/40
966	Rocky Mountain Rangers (W)	F.Three Mesquiteers	58	5/24/40	b6/8/40
909	Scatterbrain (C)	F.....Judy Canova-Alan Mowbray	73	7/20/40	b7/13/40
910	Sing, Dance, Plenty Hot (M)	F.Ruth Terry-Johnny Downs	72	8/10/40	b8/3/40
903	Three Faces West (D)	F.....J. Wayne-Sigrid Gurie-C. Coburn	81	7/12/40	b6/22/40
		(Reviewed as "The Refugee")			
907	Wagons Westward (D)	F.....Chester Morris-Anita Louise	69	6/19/40	b6/29/40
902	Women in War (D)	F.....Elsie Janis-Wendy Barrie	71	6/6/40	b6/1/40

Current 1940-41

10	Arkansas Judge (C)	F.....Rogers-Weaver Bros. and Elviry	72	1/28/41	b1/25/41
45	Back in the Saddle (MW)	F...Gene Autry-Smiley Burnette	73	3/14/41	b3/15/41
8	Barnyard Follies (C)	F.....Mary Lee-June Storey-Rufe Davis	67	12/6/40	b11/23/40
9	Behind the News (D)	F.....Lloyd Nolan-Doris Davenport	74	12/20/40	b12/21/40
53	Border Legion (W)	F.....Roy Rogers-Geo. "Gabby" Hayes	58	12/5/40	b11/30/40
19	Bowery Boy (D)	F.....Dennis O'Keefe-Louise Campbell	71	12/27/40	b1/4/41
51	Colorado (W)	F.....Roy Rogers-George Hayes	57	9/15/40	b9/7/40
7	Friendly Neighbors (C)	F.....Weaver Bros. & Elviry	67	11/7/40	b11/16/40
72	Frontier Vengeance (W)	F.....Don Barry-Betty Moran	57	10/10/40	b10/12/40
17	Girl From Havana (D)	A.....Dennis O'Keefe-Victor Jory	69	9/11/40	b9/14/40
21	Great Train Robbery (D)	F.Bob Steele-Claire Carleton	61	2/28/41	b3/8/41
1	Hit Parade of 1941 (MC)	F...Kenny Baker-Frances Langford	88	10/15/40	b10/19/40
55	In Old Cheyenne (W)	.....Roy Rogers-G. "Gabby" Hayes		3/28/41	a3/1/41
64	Lone Star Raiders (W)	F.....Three Mesquiteers	57	12/23/40	b12/21/40
11	Man Betrayed (D)	A.....John Wayne-F. Dee-Edw. Ellis	83	2/27/41	b3/15/41
18	Meet the Missus (C)	F.....Roscoe Karns-Ruth Donnelly	68	11/29/40	b11/23/40
5	Melody and Moonlight (M)	F...Johnny Downs-Vera Vague	72	10/11/40	b10/5/40
41	Melody Ranch (MC)	F.....Gene Autry-Jimmy Durante	84	11/15/40	b11/23/40
12	Mr. District Attorney (My)	.....Dennis O'Keefe-Peter Lorre		3/26/41	a3/1/41
61	Oklahoma Renegades (W)	F.....Three Mesquiteers	57	8/29/40	b8/17/40
20	Petticoat Politics (C)	F.....Roscoe Karns-Lois Ranson	67	1/31/41	b2/15/41
75	Phantom Cowboy (W)	F.....Don Barry-Virginia Carroll	57	2/14/41	b2/22/41
65	Prairie Pioneers (W)	F.....Three Mesquiteers	58	2/16/41	b2/22/41
43	Ride, Tenderfoot, Ride (MW)	F.Autry-Burnette-June Story	65	9/6/40	b8/24/40
44	Ridin' on a Rainbow (MW)	F..Gene Autry-Smiley Burnette	79	1/24/40	b2/1/41
54	Robin Hood of the Pecos (W)	F.Roy Rogers-George Hayes	59	1/14/41	b1/18/41
73	Texas Terrors (W)	F.....Don Barry-Al St. John	57	11/22/40	b11/23/40
63	Trail Blazers (W)	F.....Three Mesquiteers	58	11/11/40	b11/2/40
71	Tulsa Kid (W)	F.....Don "Red" Barry	57	8/16/40	b8/3/40
62	Under Texas Skies (W)	F.....Three Mesquiteers	57	9/30/40	b9/21/40
6	Who Killed Aunt Maggie? (My)	A.....John Hubbard-Wendy Barrie	69	11/1/40	b11/2/40
74	Wyoming Wildcat (W)	F.....Don Barry-Julie Duncan	56	1/6/41	b1/11/41
52	Young Bill Hickok (W)	F.....Roy Rogers-Geo. Hayes	59	10/21/40	b10/5/40

Coming 1940-41

	Country Fair	.....Lulu Belle-Scotty			In Prod.
	Gay Vagabond, A	.....Ruth Donnelly-Roscoe Karns			In Prod.
	Lady From New Orleans (D)	.Ona Munson-John Wayne	4/28/41		a3/15/41
66	Pals of the Pecos (W)	.....Three Mesquiteers	4/15/41		a3/15/41
	Rookies on Parade (CM)	.....Bob Crosby-Ruth Terry	4/21/41		a3/15/41
	Sheriff of Tombstone (W)	.....Roy Rogers-George "Gabby" Hayes			In Prod.
	Singing Hills (MW)	.....Gene Autry-Smiley Burnette			a3/29/41
2	Sis Hopkins (C)	.....Judy Canova-Bob Crosby	4/12/41		a2/22/41
76	Two-Gun Sheriff (W)	.....Don "Red" Barry-Lynn Merrick	4/10/41		a3/15/41

20TH CENT.-FOX

Current 1939-40

48	Charlie Chan's Murder Cruise (My)	F.....Sidney Toler-Marjorie Weaver	75	6/21/40	b5/11/40
34	Earthbound (D)	A.....Warner Baxter-Andrea Leeds	67	6/7/40	b6/8/40
47	Four Sons (D)	A.....Ameche-Leontovitch-Alan Curtis	89	6/14/40	b6/1/40
51	Girl In 313 (My)	A.....Florence Rice-Joan Valerie	56	5/31/40	b6/22/40
38	I Was An Adventuress (D)	A.Zorina-Richard Greene	81	5/10/40	b5/4/40
45	Lillian Russell (B)	F.....Alice Faye-Don Ameche	127	5/24/40	b5/18/40
49	Lucky Cisco Kid (W)	F.....Cesar Romero-Mary Hughes	68	6/28/40	b6/1/40
46	Manhattan Heartbeat (D)	F...Virginia Gilmore-Joan Davis	72	7/12/40	b6/8/40
50	Maryland (Tech.) (B)	F.....B. Joyce-Payne-Brennan	92	7/19/40	b7/6/40
44	On Their Own (C)	F.....Jones Family	63	5/17/40	b4/13/40
52	Sailor's Lady (C)	F.....Nancy Kelly-Jon Hall	66	7/5/40	b7/6/40
43	So This Is London (C)	A.....Geo. Sanders-Drayton-Churchill	70	5/3/40	b2/4/39

Current 1940-41

107	Brigham Young, Frontiersman (PD)	A.....Tyrone Power-Linda Darnell	112	9/27/40	b8/31/40
123	Chad Hanna (D) (Tech.)	A....Henry Fonda-Linda Darnell	88	12/27/40	b12/14/40
110	Charlie Chan at the Wax Museum (My)	F.....Sidney Toler-Joan Valerie	62	9/6/40	b8/3/40
108	Charter Pilot (B)	F.....Lynn Bari-Lloyd Nolan	70	12/6/40	b11/23/40
136	Dead Men Tell (My)	F.....Sidney Toler	61	3/28/41	b3/29/41
113	Down Argentine Way (M)	F...Don Ameche-Betty Grable (Tech.)	88	10/11/40	b10/5/40
105	Elsa Maxwell's Public Deb No. 1 (C)	F.....G. Murphy-B. Joyce-C. Ruggles	80	9/13/40	b8/31/40
108	Gay Caballero (W)	F.....Cesar Romero-Betty McLaughlin	57	10/4/40	b9/28/40
104	Girl From Avenue A (C)	F....Jane Withers-Kent Taylor	76	8/9/40	b8/10/40
127	Girl In the News (D)	F.....Margaret Lockwood-Barry Barnes	78	1/31/41	b1/4/41
130	Golden Hoofs (C)	F.....Jane Withers-Buddy Rogers	66	2/14/41	b2/8/41
111	Great Profile (C)	A.....John Barrymore-Mary Hughes	70	10/25/40	b8/17/40
115	Hudson's Bay (PD)	F.....Paul Muni-Gene Tierney	94	1/3/41	b12/28/40
122	Jennie (D)	F.....Doris Bowden-Geo. Montgomery	78	12/20/40	b12/7/40

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

20TH CENT.-FOX

Current 1940-41 (Cont.)

			Mins.	Rel. Date	See Issue of
101	Man I Married (D)A	Joan Bennett-Francis Lederer	76	8/2/40	b7/20/40
117	Mark of Zorro (D)F	Tyrone Power-Linda Darnell	92	11/8/40	b11/9/40
124	Michael Shayne, Private Detective (My)F	Lloyd Nolan-Marjorie Weaver	77	1/10/41	b12/28/40
132	Murder Among Friends (MyC)F	John Hubbard-Marjorie Weaver	67	3/14/41	b2/22/41
121	Murder Over New York (My)F	Sidney Toler-Marjorie Weaver	65	12/13/40	b12/7/40
114	Night Train (D)A (Reviewed as "In Disguise")	Margaret Lockwood-Rex Harrison	95	10/18/40	b8/3/40
106	Pier 13 (CD)F	Lynn Bari-Lloyd Nolan	66	8/23/40	b8/17/40
103	Return of Frank James (PD)F	H. Fonda-J. Cooper (Tech.)	92	8/16/40	b8/17/40
129	Ride Kelly Ride (D)F	Marvin Stephens-Rita Quigley	59	2/7/41	b1/25/41
125	Romance of the Rio Grande (W)F	Cesar Romero-Patricia Morison	73	1/17/41	b12/28/40
131	Scotland Yard (D)F	Edmund Gwenn-Nancy Kelly	67	2/28/41	b3/29/41
102	Street of Memories (D)A	Guy Kibbee-Lynn Roberts	71	11/15/40	b7/6/40
128	Tall, Dark and Handsome (CD)A	Cesar Romero-Milton Berle	78	1/24/41	b1/18/41
120	Tin Pan Alley (M)F	Alice Faye-B. Grable-J. Oakie	94	11/29/40	b11/23/40
133	Tobacco Road (D)A	Tierney-Grapewin-Rambeau	84	3/7/41	b2/22/41
126	Western Union (Tech.) (PD)F	Rob't Young-Randolph Scott	95	2/21/41	b2/8/41
116	Yesterday's Heroes (D)F	Jean Rogers-Rob't Sterling	65	9/20/40	b9/21/40
109	Young People (CD)F	Shirley Temple-Jack Oakie	78	8/30/40	b7/13/40
119	Youth Will Be Served (C)F	Jane Withers-Robert Conway	68	11/22/40	b9/28/40

Coming 1940-41

	Blood and Sand (Tech.) (D)	Tyrone Power-Linda Darnell	5/30/41	a3/15/41
	Bride Wore Crutches (C-D)F	Lynne Roberts-Ted North	7/4/41	b7/27/40
	Cowboy and the Blonde (CD)	Mary Beth Hughes-G. Montgomery	5/23/41	a3/15/41
	For Beauty's Sake (My-C)	Ned Sparks-Marjorie Rambeau	6/27/41	a8/17/40
	Great American Broadcast (MD)	Alice Faye-John Payne-Jack Oakie	5/2/41	a3/1/41
	Man Hunt	Walter Pidgeon-Joan Bennett	5/16/41	In Prod.
135	Outlaw, The	Walter Huston-Thos. Mitchell		In Prod.
	Ride On Vaquero (W)F	Cesar Romero-Mary Beth Hughes	64..4/18/41	b3/22/41
134	Sleepers West (D)F	Lloyd Nolan-Lynn Bari	72..4/4/41	b3/22/41
	Sun Valley	Sonja Henie-John Payne-M. Berle		In Prod.
137	That Night in Rio (M)A	Alice Faye-Don Ameche (Tech.)	90..4/11/41	b3/1/41
	Very Young Lady (C)	Jane Withers-Nancy Kelly	6/6/41	a3/8/41

Coming 1941-42

	Miami (Tech.)	Don Ameche-Betty Grable		In Prod.

UNITED ARTISTS

Current

	Blackout (D)F	Conrad Veidt-Valerie Hobson	81..11/29/40	b10/19/40
	Captain Caution (D)A	V. Mature-Louise Platt-B. Cabot	88..8/9/40	b8/3/40
	Cheers for Miss Bishop (D)F	Martha Scott-William Gargan	100..2/21/41	b1/18/41
	Foreign Correspondent (D)F	Joel McCrea-Herbert Marshall	120..8/16/40	b8/17/40
	Great Dictator, The (C)F	Charles Chaplin-P. Goddard	126..3/1/41	b10/19/40
	Kit Carson (D)F	Jon Hall-Dana Andrews	96..8/30/40	b8/31/40
	Long Voyage Home (D)A	John Wayne-Thos. Mitchell	103..11/22/40	b10/12/40
	Our Town (D)F	Fay Bainter-Frank Craven	90..5/24/40	b5/18/40
	Pastor Hall (D)F	Wilfred Lawson-Nova Pilbeam	96..9/13/40	b7/27/40
	Road Show (C)F	Adolpe Menjou-Carole Landis	82..1/24/41	b1/11/41
	Saps at Sea (C)F	Stan Laurel-Oliver Hardy	56..5/3/40	b4/27/40
	So Ends Our Night (D)A	Fredric March-Margaret Sullavan	121..2/14/41	b1/25/41
	Son of Monte Cristo (D)F	Joan Bennett-Louis Hayward	104..1/10/41	b12/7/40
	South of Pago Pago (D)F	Jon Hall-Victor McLaglen	97..7/18/40	b7/20/40
	Thief of Bagdad (FA)F	Sabu-Conrad Veidt (Tech.)	109..12/25/40	b10/19/40
	Topper Returns (C)F	Joan Blondell-Carole Landis	89..3/21/41	b3/15/41
	Turnabout (C)A	Carole Landis-Hubbard-Menjou	83..5/17/40	b5/4/40
	Westerner (D)F	Gary Cooper-Walter Brennan	99..9/20/40	b9/21/40

Coming

	Broadway Limited (C-D)	Victor McLaglen-Dennis O'Keefe		a3/1/41
	Major Barbara	Wendy Hiller-Robert Morley		Coming
	New Wine (MD)	Ilona Massey-Binnie Barnes		a3/8/41
	Pot O' Gold (C-Mu)	James Stewart-Paulette Goddard	4/11/41	a2/8/41
	That Hamilton Woman!(PD)A	Vivien Leigh-Laurence Olivier	126..4/30/41	b3/22/41
	That Uncertain Feeling (SC)A	Oberon-Douglas-Meredith	84..4/20/41	b3/15/41

UNIVERSAL

Current 1939-40

4015	Alias the Deacon (C)F	Bob Burns	73	5/17/40	b5/4/40
4063	Bad Man From Red Butte (W)F	J. M. Brown-Baker-Fuzzy Knight	58	5/31/40	b6/15/40
4057	Black Diamonds (A)F	Richard Arlen-Andy Devine	60	7/19/40	b7/27/40
4003	Boys from Syracuse (C)F	A. Jones-Martha Raye-J. Penner	73	8/9/40	b7/13/40
4056	Hot Steel (A)F	Richard Arlen-Andy Devine	61	5/24/40	b6/29/40
4037	I Can't Give You Anything But Love, Baby (C)F	Peggy Moran-Johnny Downs	61	6/21/40	b5/11/40
4005	If I Had My Way (MC)F	Bing Crosby-Gloria Jean	87	5/3/40	b4/27/40
4029	La Conga Nights (C)F	Hugh Herbert	60	5/31/40	b5/18/40
4036	Love, Honor, and Oh Baby (C)F	Wallace Ford-Kathryn Adams	60	6/7/40	b6/8/40
4007	Private Affairs (C)F	N. Kelly-R. Young-R. Cummings	73	7/5/40	b6/15/40
4008	Sandy Is A Lady (C)F	Sandy-Mischa Auer-Nan Grey	64	6/14/40	b5/25/40
4031	Ski Patrol (War)F	Luli Deste-Philip Dorn	64	5/10/40	b5/11/40
4064	Son of Roaring Dan (W)F	J. M. Brown-Jeanne Kelly	63	7/26/40	b8/17/40
4009	South To Karanga (D)F	C. Bickford-L. Deste	59	8/2/40	b8/10/40
4006	When the Daltons Rode (D)F	Kay Francis-Randolph Scott	80	8/23/40	b8/3/40
4023	You're Not So Tough (D)F	Dead End Kids-Nan Grey	72	7/26/40	b6/1/40

Current 1940-41

5013	Argentine Nights (M)F	Ritz Brothers-Andrews Sisters	73	9/6/40	b9/7/40
5002	Back Street (D)F	Chas. Boyer-M. Sullavan	89	2/7/41	b2/8/41
5010	Bank Dick (C)F	W. C. Fields-Una Merkel	74	11/29/40	b12/7/40
5064	Boss of Bullion City (W)	J. M. Brown-Fuzzy Knight	59	1/10/41	a9/14/40
5011	Buck Privates (C)F	Abbott & Costello-Andrews Sisters	82	1/31/41	b2/8/41
5065	Bury Me Not on the Lone Prairie (W)	J. M. Brown-Fuzzy Knight		3/21/41	a12/14/40
5008	Dark Streets of Cairo (D)F	Sigrid Gurie-Ralph Byrd	58	2/28/41	b12/7/40
5052	Devil's Pipe Line (A)F	Richard Arlen-Andy Devine	65	11/1/40	b11/16/40
5019	Diamond Frontier (D)F	Victor McLaglen-John Loder	71	10/4/40	b10/12/40
	Double Date (C)F	Peg. Moran-Ed. Lowe-Una Merkel	58	3/14/41	b3/15/41
5046	Fugitive, The (D)A	Ralph Richardson-Diana Wynyard	75	9/20/40	b6/22/40
5025	Give Us Wings (D)F	Billy Halop-Huntz Hall	69	12/20/40	b11/16/40
5006	Hired Wife (C)A	Rosalind Russell-Brian Aherne	95	9/13/40	b9/14/40
	Horror Island	Peggy Moran-Dick Foran		3/28/41	In Prod.
5036	I'm Nobody's Sweetheart Now (C)F	Helen Parrish-Dennis O'Keefe	62	11/1/40	b8/10/40
5018	Invisible Woman (C)A	John Barrymore-Virginia Bruce	72	12/27/40	b1/4/41
5062	Law and Order (W)F	J. M. Brown-Fuzzy Knight	57	10/18/40	b11/30/40
5051	Leather Pushers (A)F	Andy Devine-Richard Arlen	64	9/13/40	b9/7/40
5017	Little Bit of Heaven (C)F	Gloria Jean-R. Stack-Nan Grey	87	10/11/40	b10/12/40
5053	Lucky Devils (A)F	Richard Arlen-Andy Devine	64	1/3/41	b12/28/40
	Man Made Monster (D)A	Frank Albertson-Lon Chaney, Jr.	62	3/28/41	b3/22/41
	Man Who Lost Himself (F)A	Brian Aherne-Kay Francis	71	3/21/41	b3/29/41
5026	Margie (C)F	Tom Brown-Nan Grey-M. Auer	59	12/6/40	b9/21/40
5032	Meet the Chump (C)F	Hugh Herbert-Lewis Howard	60	2/14/41	b2/1/41
5023	Meet the Wildcat (D)F	Margaret Lindsay-Ralph Bellamy	63	11/22/40	b10/12/40
5041	Mr. Dynamite (D)A	Lloyd Nolan-Irene Hervey	67	3/7/41	b3/15/41
5020	Mummy's Hand (D)A	Dick Foran-Wallace Ford	67	9/20/40	b8/31/40
5003	Nice Girl? (CM)F	Deanna Durbin-Franchot Tone	95	2/21/41	b3/1/41
5015	One Night in the Tropics (CM)F	Allan Jones-Nancy Kelly	82	11/15/40	b11/2/40
5063	Pony Post (W)F	Johnny Mack Brown	59	11/8/40	b12/21/40
5061	Ragtime Cowboy Joe (W)F	J. Mack Brown-Fuzzy Knight	58	9/20/40	b10/5/40
5021	Sandy Gets Her Man (C)F	Baby Sandy-S. Erwin-Una Merkel	65	11/8/40	b11/2/40
5027	San Francisco Docks (D)A	Burgess Meredith-Irene Hervey	65	1/10/41	b12/7/40
5007	Seven Sinners (CD)A	Marlene Dietrich-John Wayne	84	10/25/40	b11/2/40
5022	Six Lessons From Madame La Zonga (C)F	Lupe Velez-Leon Errol	60	1/17/41	b1/18/41
5024	Slightly Tempted (C)F	Hugh Herbert-Johnny Downs	61	10/18/40	b8/10/40
5001	Spring Parade (CM)F	Deanna Durbin-Rob't Cummings	90	9/27/40	b9/28/40
5008	Trail of the Vigilantes (WC)F	Franchot Tone-Crawford-Devine	75	12/13/40	b12/14/40
5030	Where Did You Get That Girl? (MC)F	Helen Parish-Chas. Lang	67	1/3/41	b12/28/40

UNIVERSAL

Coming 1940-41

			Mins.	Rel. Date	See Issue of
	Black Cat (My)	Hugh Herbert-Broderick Crawford		5/2/41	a3/8/41
	Cracked Nuts (C)	Una Merkel-Stuart Erwin		7/11/41	In Prod.
5057	Dangerous Game (D)F	Richard Arlen-Andy Devine	60	8/22/41	b3/8/41
	Flame of New Orleans (C-D)	Dietrich-Roland Young-Cabot		4/11/41	a2/15/41
	Hit the Road (G)	George-MacLane-Dead End Kids		6/27/41	a3/29/41
	Lady From Cheyenne (D)	Loretta Young-Rob't Preston		4/11/41	a2/8/41
	Model Wife (C-D)	Joan Blondell-Dick Powell		4/25/41	a2/8/41
	Mutiny in the Arctic (A)	Richard Arlen-Andy Devine		4/4/41	In Prod.
	Oh, Charlie (MyC)	Abbott & Costelle—Evelyn Ankers			a2/22/41
	Sandy Steps Out (C)	Baby Sandy-Kathryn Adams		7/18/41	In Prod.
	Sing Another Chorus	Johnny Downs-Jane Frazee			In Prod.
	Tight Shoes	Brod Crawford-Ann Gwynne		6/13/41	In Prod.
	Unfinished Business (D)	Irene Dunne-Robt. Montgomery		8/15/41	a3/8/41
	We're in the Navy Now(MyC)	Abbott & Costello-Evelyn Ankers		5/30/41	In Prod.

WARNER BROS.

Current 1939-40

454	All This and Heaven Too (PD)A	Bette Davis-Charles Boyer	143	7/13/40	b6/22/40
405	Brother Orchid (GC)F	E. G. Robinson-Sothern-Bellamy	90	6/8/40	b6/1/40
466	Flight Angels (D)F	Ralph Bellamy-Dennis Morgan	74	5/18/40	b5/11/40
412	Flowing Gold (D)A	Pat O'Brien-John Garfield	82	8/24/40	b8/24/40
473	Fugitive From Justice (G)A	Roger Pryor-Lucille Fairbanks	53	6/15/40	b6/8/40
424	Gambling on the High Seas (G)F	Wayne Morris-Jane Wyman	58	6/22/40	b2/24/40
474	Ladies Must Live (C)F	Rosemary Lane-Wayne Morris	59	7/20/40	b8/24/40
467	Man Who Talked Too Much (D)A	Geo. Brent-Virginia Bruce	75	7/6/40	b6/29/40
417	Money and the Women (D)F	Jeffrey Lynn-Brenda Marshall	65	8/17/40	b8/17/40
472	Murder in the Air (My)F	Ronald Reagan-Lya Lys	55	8/1/40	b2/24/40
409	My Love Came Back (CD)F	De Havilland-J. Lynn-J. Wyman	85	7/20/40	b6/29/40
414	River's End (D)F	Dennis Morgan-George Tobias	70	8/10/40	b8/24/40
410	Saturday's Children (D)F	John Garfield-Anne Shirley	101	5/11/40	b4/13/40
401	Sea Hawk (PD)F	Flynn-Marshall-Crisp	127	8/31/40	b7/20/40
423	Tear Gas Squad (G)F	D. Morgan-J. Payne-G. Dickson	58	5/4/40	b3/23/40
460	They Drive By Night (D)A	Raft-Sheridan-Bogart	93	8/3/40	b7/13/40
455	Torrid Zone (D)A	Cagney-O'Brien-Sheridan	88	5/25/40	b5/11/40

Current 1940-41

570	Always A Bride (C)F	Rosemary Lane-George Reeves	58	11/2/40	b11/30/40
510	Calling All Husbands (C)F	Geo. Tobias-Lucille Fairbanks	64	9/7/40	b8/31/40
572	Case Of The Black Parrot (My)F	Wm. Lundigan-Maris Wrixon	60	1/11/41	b1/18/41
506	City For Conquest (D)A	James Cagney-Ann Sheridan	105	9/21/40	b9/14/40
511	Dispatch From Reuter's(PD)F	Robinson-Albert-Basserman	88	10/19/40	b9/21/40
562	East of the River (G)A	John Garfield-Brenda Marshall	74	11/9/40	b11/2/40
569	Father Is a Prince (C)A	Grant Mitchell-Nana Bryant	62	10/12/40	b10/12/40
520	Father's Son (D)F	John Litel-Billy Dawson	58	2/1/41	b1/4/41
514	Flight from Destiny (D)A	Thos. Mitchell-Jeffrey Lynn	70	2/8/41	b12/28/40
509	Footsteps in the Dark (My-C)A	Errol Flynn-Brenda Marshall	96	3/8/41	b3/1/41
503	Four Mothers (D)F	Lane Sisters-G. Page-J. Lynn	86	1/4/41	b12/21/40
515	Great Mr. Nobody (C)F	Eddie Albert-Joan Leslie	71	2/15/41	b2/8/41
524	Here Comes Happiness (D)F	Mildred Coles-Richard Ainley	57	3/15/41	b3/8/41
525	Here Comes the Navy (C)F	James Cagney-Pat O'Brien	86	12/21/40	Reissue
556	High Sierra (G)F	Humphrey Bogart-Ida Lupino	100	1/25/41	b1/11/41
510	Honeymoon for Three (C)F	George Brent-Ann Sheridan	77	1/18/41	b11/1/41
568	Knockout (D)	Arthur Kennedy-Olympe Bradna	73	3/29/41	b3/29/41
502	Knute Rockne— All American (B)F	Pat O'Brien-Ronald Reagan	93	10/5/40	b10/12/40
512	Lady With Red Hair (PD)A	Miriam Hopkins-Richard Ainley	81	11/30/40	b11/16/40
552	Letter, The (D)A	Bette Davis-Herbert Marshall	101	11/23/40	b11/16/40
554	No Time for Comedy (C)A	J. Stewart-R. Russell-C. Ruggles	96	9/14/40	b9/7/40
551	Santa Fe Trail (PD)F	Flynn-de Havilland-Massey	110	12/28/40	b12/28/40
573	Shadows on the Stairs (My) (Former title "Murder on the Second Floor")	Maris Wrixon-Wm. Lundigan		3/1/41	a1/18/41
501	Sea Wolf (D)A	Robinson-Garfield-Lupino	100	3/22/41	b3/29/41
571	She Couldn't Say No (C)F	Roger Pryor-Eve Arden	63	12/7/40	b12/28/40
513	South of Suez (D)F	Geo. Brent-Lee Patrick	86	11/16/40	b12/7/40
559	Strawberry Blonde (CD)F	Jas. Cagney-Olivia de Havilland	97	2/22/41	b2/15/41
561	Tugboat Annie Sails Again (C)F	Marjorie Rambeau-Alan Hale	77	10/26/40	b10/19/40

Coming 1940-41

	Affectionately Yours (C)	Merle Oberon-Dennis Morgan		a2/8/41
	Bad Men of Missouri	Dennis Morgan-Wayne Morris		In Prod.
	Bride Came C.O.D. (C-D)	Bette Davis-James Cagney		a2/15/41
	Dive Bomber (Tech.)	Errol Flynn-Fred MacMurray		In Prod.
	Flight Patrol	James Stephenson-Ronald Reagan		In Prod.
	Gentle People (D)	Ida Lupino-John Garfield		a3/8/41
	Great Lie (D)	Bette Davis-Geo. Brent	4/12/41	a12/21/40
	Highway West (D)	Brenda Marshall-Olympe Bradna		a3/1/41
	Kisses for Breakfast (C) (Former title "She Stayed Kissed")	Dennis Morgan-Jane Wyatt		a1/25/41
	Man Power	Marlene Dietrich-George Raft		In Prod.
	Meet John Doe (D)F	Gary Cooper-Barbara Stanwyck	123	b3/15/41
	Miss Wheelwright Discovers America (C-D)	Priscilla Lane-Ronald Reagan		a2/1/41
	Nurse's Secret (My)	Lee Patrick-Regis Toomey		a3/8/41
	Passage From Hong Kong(My)	Keith Douglas-Lucile Fairbanks		a3/29/41
	Sergeant York	Gary Cooper-Joan Leslie		a3/29/41
	Shining Victory (D) (Former title "Winged Victory")	G. Fitzgerald-Jas. Stephenson		a2?1/41
	Shot in the Dark (My)F	Ricardo Cortez-Wm. Lundigan	57	4/5/41	a2/29/41
	Singapore Woman (D)	Brenda Marshall-David Bruce			a2/1/41
	Strange Alibi (D)	Arthur Kennedy-Joan Perry	4/19/41		In Prod.
	Thieves Fall Out (C) (Former title "Thirty Days Hath September")	Eddie Albert-Joan Leslie			a2/8/41
	Three Sons O'Guns (CD)	Wayne Morris-Arthur Kennedy			a3/1/41
	Underground (D)	Jeffrey Lynn-Karen Verne			a3/22/41
	Wagons Roll at Night (D) (Former title "Carnival")	Humphrey Bogart-Sylvia Sidney	4/26/41		a11/2/40

MISCELLANEOUS

	Adolescence (D)A	Leon Janney-Eleanor Hunt	80..	Select	b12/21/40
	Face at the Window (My)A	Tod Slaughter-Marjorie Taylor	65..	Ziehm	b10/19/40
	Leopard Men of Africa (T)A	Natives and animals	65..	Select	b7/6/40
	Let George Do It (C)F	Geo. Formby-Phyllis Calvert	72..	Film All	b10/26/40
	Lilac Domino (Mu)F	Michael Bartlett-June Knight	95..	Select	b12/14/40
	Mad Youth (D)A	Mary Ainslee-Betty Compson	60..	Atlas	b5/25/40
	Merry Wives (Czech) (H-D)A	Czech cast	80..	Lloyd	b2/1/41
	Murder in the Night (D)A	Jack LaRue-Sandra Storme	58..	Film All	b7/20/40
	Overnight (D)F	Robert Donat-Pearl Argyle	66..	Mundus	b6/8/40
	Torso Murder Mystery (My)A	Bruce Cabot-Marta Labarr	70..	Ziehm	b10/19/40

Key: Letters and combinations of them symbolize type of picture: (A) Action; (B) Biographical; (C) Comedy; (D) Drama; (Doc) Documentary; (F) Farce; (Fa) Fantasy; (G) Gangster; (H) Horror; (M) Musical; (My) Mystery; (O) Operetta; (P) Period; (S) Society; (T) Travel. Initial after this key: F—Family; A—Adults. a—Before Date of Issue Indicates Advance Dope;—b—Box Office Slant.

ALWAYS CHECK RUNNING TIME WITH LOCAL EXCHANGE

Shorts Booking Guide

ASTOR PICTURES

	Comment	Running Time	Reviewed Issue Of
Dora's Dunking Doughnuts	Shirley Temple.	19	Reissued
Managed Money	Shirley Temple.	20	Reissued
Merrily Yours	Shirley Temple.	20	Reissued
Mother, The		10	Not Rev.
Pardon My Pups	Shirley Temple.	19	Reissued
Swing's the Thing		20	Reissued

COLUMBIA 1939-40

ALL STAR COMEDIES (18)

1423	All American Blondes	Fair	17	11/11/39
1426	Andy Clyde Gets Spring Chicken	Mere Filler	18	1/ 6/40
1427	Awful Goof		19	Not Rev.
1435	Boobs in the Woods	Funny	16	6/15/40
1438	Fireman Save My Choo Choo	Blah	17	8/31/40
1425	Glove Slingers	Good Slapstick.	18	1/ 6/40
1430	Heckler	Fairly Funny...	18	2/24/40
1437	His Bridal Fright		18	Not Rev.
1429	Mr. Clyde Goes to Broadway		18	Not Rev.
1432	Money Squawks		18	Not Rev.
1428	Nothing But Pleasure	Amusing	18	2/17/40
1431	Pardon My Berth Marks.	Filler	18	3/16/40
1421	Skinny the Moocher	Funny	16½	9/ 2/39
1434	South of the Boudoir	Good Slapstick.	18½	6/15/40
1422	Static in the Attic	Funny	20	9/ 2/39
1436	Taming of the Snood		18	Not Rev.
1424	Teacher's Pest	Fairly Funny...	18	8/12/39
1433	You're Next	Poor	18	6/15/40

CINESCOPES (6)

1974	Berth of a Queen	Interesting	11	4/20/40
1973	Fashion Takes a Holiday.	For Women	11	3/16/40
1975	Odd Vocations		10	Not Rev.
1976	Squadron 992		8½	Not Rev.
1972	Threads of a Nation	Interesting	11	2/24/40
1971	World of 1960	Interesting	10	1/ 6/40

COLUMBIA TOURS (6)

1553	Beautiful Switzerland	Average	10	12/30/39
1552	Historic Cities of India		10	Not Rev.
1551	Holland and the Zuyder Zee	Interesting	10	9/16/39
1558	In the Land of the Pagodas		10	Not Rev.
1554	Life in Paris		10	Not Rev.
1555	New Hampshire	Good	11	3/16/40
1557	Pleasurebound in Canada		10	Not Rev.
1556	Unveiling Algeria	Fair	10	4/20/40

COLOR RHAPSODIES (16) (Tech.)

1508	Blackboard Review		7	Not Rev.
1506	Boy, a Gun and Birds	Fair	7	1/ 6/40
1502	Crop Chasers	Good	7½	10/14/39
1503	Dreams On Ice	Cute	7	10/14/39
1510	Egg Hunt	Cute	7½	6/15/40
1509	Greyhound and the Rabbit.	Filler	7	4/20/40
1507	Happy Tots' Expedition		6½	Not Rev.
1501	Jitterbug Knights	Fair	7	9/ 9/39
1505	Mother Goose in Swing-Time		7	Not Rev.
1504	Mountain Ears	Cute	7	10/14/39
1512	Timid Pup	Too Tame	7	8/31/40
1511	Ye Olde Swap Shoppe		7	Not Rev.

COMMUNITY SINGS (10)

1653	College Songs		10	Not Rev.
1651	Crosby Hit Songs		9	Not Rev.
1655	Gypsy Songs	Very Good	10	2/17/40
1658	Jolly Tunes		10	Not Rev.
1656	Medley of Hits		10	Not Rev.
1652	Old Time Songs		9½	Not Rev.
1654	Stephen Foster Songs		10	Not Rev.
1657	Topical Songs		10	Not Rev.

FABLES CARTOONS (6)

1754	Barnyard Babies		6	Not Rev.
1751	Little Lost Sheep	Fair	7	9/16/39
1752	Park Your Baby	Average	7	2/24/40
1756	Peep in the Deep	Routine	7	8/31/40
1755	Pooch Parade		7	Not Rev.
1753	Practice Makes Perfect	Dull	6	4/20/40

FOOLS WHO MADE HISTORY (6)

1602	Story of Charles Goodyear	Excellent	10	10/21/39
1601	Story of Elias Howe	Excellent	11	9/16/39

HAPPY HOUR

1520	Book of Books	Outstanding	10	11/18/39
1521	Building of Boys	Noteworthy	10	10/21/39

MOMENTS OF COMEDY (6)

PALS AND PETS (6)

PHANTASIES CARTOONS (10)

1701	Charm Bracelet		6½	Not Rev.
1705	Fish Follies		6	Not Rev.
1704	Man of Tin		7	Not Rev.
1702	Millionaire Hobo		6½	Not Rev.
1703	Mouse Exterminator	Fair	6½	1/27/39
1706	News Oddities		6½	Not Rev.

SCREEN SNAPSHOTS (12)

1851	No. 1 Art of Make-up	Very Good	10	10/14/39
1852	No. 2 Training Animal Stars	Above Average	10	11/11/39
1853	No. 3 Novelty Parties		10	Not Rev.
1854	No. 4 Trip Thru Studios		10	Not Rev.
1855	No. 5 Art in Hollywood	Fan Appeal	11	3/16/40
1856	No. 6 Hollywood Recreations	Good	10	4/20/40
1857	No. 7 Wardrobe Designers		10	Not Rev.
1858	No. 8 Cowboy Jubilee		10	Not Rev.
1859	No. 9 Ken Murray	Just Fair	10	7/20/40
1860	No. 10 Jack Oakie	So So	9	8/31/40

COLUMBIA 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of
STOOGE COMEDIES (8)				
1406	A Plumbing We Will Go		18	Not Rev.
1401	Calling All Curs	Good Slapstick.	18	8/12/39
1408	How High Is Up	Grand Slams...	16	7/20/40
1407	Nutty But Nice		17	Not Rev.
1402	Oily To Bed, Oily To Rise	Swell Slapstick.	18	9/16/39
1405	Rockin' Through the Rockies	Slap-Happy Fun	16½	3/16/40
1403	Three Sappy People		18½	Not Rev.
1404	You Nazty Spy!	Swell Satire	18	2/10/40
WASHINGTON PARADE (6)				
1905	Archives		11	Not Rev.
1903	Inside the F.B.I.		11	Not Rev.
1906	Our National Defense		10	Not Rev.
1901	Smithsonian Institution	Exceptional	11	11/11/39
1904	Social Security	Interesting	11	6/15/40
1902	U. S. Treasury	Excellent	10	2/10/40
WORLD OF SPORTS (12)				
1801	Bows and Arrows	Very Good	10	10/21/39
1809	Canvass Capers		10	Not Rev.
1810	Fishing in Hawaii		11	Not Rev.
1804	Flying Targets	For Sportsmen.	10	3/16/40
1802	Jai Alai	Good	9	12/30/39
1805	Rough House Fiesta		10	Not Rev.
1808	Saving Strokes With Sam Snead		10	Not Rev.
1803	Skiing Technique		10	Not Rev.
1807	Sport of Kings	Satisfactory	10	6/15/40
1806	Tomorrow's Stars	Good	10	4/27/40

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ALL STAR COMEDIES (18)

2425	Blondes and Blunders	Silly	16	11/30/40
2424	Bundle of Bliss		17	Not Rev.
2423	Cold Turkey		18	10/12/40
2428	Fresh As A Freshman	Poor	16	3/ 8/41
2426	His Ex Marks the Spot	Funny	18	1/11/41
2421	Pleased to Mitt You		18	Not Rev.
2429	So You Won't Squawk		16	Not Rev.
2422	Spook Speaks	Fairly Amusing	18	10/12/40
2427	Watchman Takes a Wife.	Fairly Amusing	16	1/25/41
2430	Yumpin' Yiminy		16	Not Rev.

CINESCOPES (10)

2975	Feathers	Very Good	9	3/ 1/41
2972	Floating Elephants	Timely and Good	8	10/12/40
2971	Hobby Lobby	Excellent	12	9/21/40
2976	Movie Magic	Fascinating	9	3/29/41
2973	Nice Work, If You Can Do It	Fair	10	11/23/40
2974	Unusual Crafts	Interesting	9	1/25/41

COLOR RHAPSODIES (16) (Tech.)

2505	Helping Paw	Amusing	7	2/ 1/41
2507	Land of Fun		7	Not Rev.
2503	Mad Hatter		7	Not Rev.
2502	Mr. Elephant Goes to Town		8	Not Rev.
2501	Tangled Television	Good	7½	10/12/40
2506	Way of All Pests		7	Not Rev.
2504	Wise Owl	Fairly Good	7	11/30/40

COLUMBIA TOURS (10)

2556	Beautiful British Columbia		10	Not Rev.
2557	From Singapore to Hongkong	Timely	10	3/15/41
2551	Historic Virginia		11	Not Rev.
2554	Islands of the West Indies	Satisfactory	10	11/23/40
2553	Old and New Arizona		10	Not Rev.
2552	Savoy in the Alps	Poor Timing	11	11/23/40
2555	Sojourn in Havana	Interesting	9	11/30/40
2558	Western Wonderland	Excellent	10	3/29/41

COMMUNITY SINGS (10)

2655	Fun With Songs	Fair	10	3/15/41
2654	Gay Tunes		10	Not Rev.
2651	Jolly Tunes		9	Not Rev.
2653	Melodies That Linger		10	Not Rev.
2652	Popular Love Songs	Depends	9	11/23/40
2656	Songs With Harmony		10	Not Rev.

FABLES CARTOONS (8)

2751	Farmer Tom Thumb	Good	7	10/12/40
2755	It Happened to Crusoe		6	Not Rev.
2752	Mouse Meets Lion	Poor	6	11/23/40
2753	Paunch and Judy	Average	6	1/25/41
2754	Streamlined Donkey	Cute	6	3/22/41

HOW'S YOUR I. Q. (6)

2604	Junior I. Q. Parade		9½	Not Rev.
2601	Take It Or Leave It (1)	Funny	11½	11/30/40
2602	Take It Or Leave It (2)	Entertaining	11	2/ 1/41
2603	Take It Or Leave It (3)		11	Not Rev.

INTERNATIONAL FORUM (6)

	No. 1	Timely	18	3/ 1/41

NEW YORK PARADE (6)

2952	Abroad at Home		10	Not Rev.
2951	Magic City	Well Done	10	1/25/41

PHANTASIES CARTOONS (8)

2702	Happy Holidays		6	Not Rev.
2703	Little Theatre		6	Not Rev.
2701	Schoolboy Dreams	Cute	7	10/12/40
2704	There's Music in Your Hair		7	Not Rev.

SCREEN SNAPSHOTS (12)

2851	No. 1 (Ken Murray)		10	11/30/40
2852	No. 2 (Don Wilson)	Very Good	10	11/23/40
2853	No. 3 (Ken Murray)	One of the Best	9	Not Rev.
2854	No. 4 (Ken Murray)		10	Not Rev.
2855	No. 5 (Bob Hope)	Excellent	10	2/ 1/41
2856	No. 6 (Larry Simms)	Good	10	3/22/41

STOOGE COMEDIES (8)

2404	Boobs in Arms		18	Not Rev.
2403	Cookoo Cavaliers	Silly	17	11/30/40
2401	From Nurse to Worse	A Dud	17	8/31/40
2402	No Census, No Feeling		18	Not Rev.
2405	So Long Mr. Chumps	Slapstick	20	3/22/41

COLUMBIA 1940-41 (Cont.)

		Comment	Running Time	Reviewed Issue Of
WASHINGTON PARADE (6)				
2901	The Mint		10	Not Rev.
2902	U. S. Military Academy		10	Not Rev.
2903	U. S. Naval Academy	Splendid	10	2/ 1/41
WORLD OF SPORTS (12)				
2803	Ali the Giant Killer	Very Good	9	1/25/41
2802	Hunting Wild Deer	Fair	9	11/30/40
2804	Ice Capers	Very Good	10	3/ 8/41
2801	Master of Cue	Billiard Fans.	10	10/12/40
2805	Splits, Spares and Strikes.	For Bowlers	10	3/ 8/41

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CARTOONS (18) (Tech.)

W-90	Bookworm Turns	Average	8	7/27/40
W-83	Fishing Bear	Clever	8	2/ 3/40
W-94	Gallopin' Gals	Excellent	8	11/ 9/40
W-93	Homeless Flea	Cute	8	11/ 9/40
W-85	Home on the Range	Cute	9	3/ 3/40
W-82	Mad Maestro	Good	8	1/20/40
W-89	Milky Way	Cute	8	7/ 6/40
W-92	Papa Gets the Bird	Cute	8	9/28/40
W-81	Peace on Earth	Sure "Must"	8	12/ 9/39
W-84	Puss Gets the Boot	Good	9	3/ 9/40
W-86	Rainy Day		8	Not Rev.
W-91	Romeo in Rhythm	Misses Fire	8	9/ 7/40
W-87	Swing Social	Clever	8	6/ 1/40
W-88	Tom Turkey and His Harmonica Humdinger.	Fair	7	7/27/40

CRIME DOESN'T PAY (6)

P-5	Buyer Beware	Excellent	20	9/ 7/40
P-3	Jack Pot	One of the Best.	19	3/30/40
P-2	Know Your Money	Excellent	21	2/ 3/40
P-1	Pound Foolish	Excellent	20	1/20/40
P-6	Soak the Old	Very Good	20	9/28/40
P-4	Women in Hiding	Excellent	22	7/ 6/40

METROSCOPIX (1)

A-100	Third Dimensional Murder	Great	7	3/ 1/41

CAREY WILSON MINIATURES (9)

M-72	Ashcan Fleet	Excellent	11	10/ 7/39
M-78	Door Will Open	Unusual	11	3/30/40
M-73	Failure at Fifty	Excellent	10	10/28/39
M-74	Mendelssohn's Wedding March	For Romanticists	11	11/25/39
M-75	Miracle at Lourdes	Excellent	11	1/20/40
M-77	Old South	Interesting	10	2/ 3/40
M-71	Rumba Rhythm	Entertaining	10	9/ 2/39
M-79	Servant of Mankind	A Trailer	9	6/ 1/40
M-76	Where Turf Meets Surf	Fair	10	2/ 3/40

OUR GANG (8)

C-134	Alfalfa's Double	Chucklesome	11	2/ 3/40
C-136	All About Hash	Fair	11	6/ 1/40
C-135	Big Premiere	Poor	10	3/30/40
C-138	Bubbling Troubles	Has Laughs	11	7/ 6/40
C-131	Captain Spanky's Showboat	Funny	10	10/14/39
C-132	Dad For a Day	Good	11	11/25/39
C-137	New Pupil	Poor	11	4/27/40
C-133	Time Out for Lessons	Fair	11	12/23/39

JOHN NESBITT PASSING PARADE (8)

K-126	Baron and the Rose	Excellent	11	9/28/40
K-128	Dreams	Interesting	10	12/ 7/40
K-121	Forgotten Victory	Interesting	9	12/30/39
K-123	Hidden Master	Fair	10	4/27/40
K-125	Trifles of Importance	Very Good	10	7/27/40
K-127	Utopia of Death	Interesting	10	11/ 9/40
K-124	Way in the Wilderness	Fine	10	7/ 6/40
K-122	XXX Medico	Excellent	10	4/27/40

PETE SMITH SPECIALTIES (13)

S-110	Cat College	Excellent	10	7/27/40
S-107	Domineering Male	Excellent	10	3/30/40
S-113	Football Thrills of 1939	For Grid Fans.	10	9/28/40
S-101	Let's Talk Turkey	Swell	10	11/25/39
S-104	Maintain the Right	Very Good	10	1/20/40
S-112	Please Answer	Very Good	9	9/ 7/40
S-103	Romance of the Potato	Good	9	12/23/39
S-102	Ski Birds	Excellent	8	11/25/39
S-111	Social Sea Lions	Novel	9	7/27/40
S-108	Spots Before Your Eyes	Excellent	10	6/ 1/40
S-106	Stuffie	Swell	11	3/ 9/40
S-105	What's Your I.Q.?	Good	7½	3/ 9/40
S-109	What's Your I.Q.? No. 2.	Good	9	7/ 6/40

ROBERT BENCHLEY (4)

F-141	Day of Rest	Funny	10	10/28/39
F-144	Home Movies	A Howl	9	3/ 9/40
F-142	See Your Doctor	Very Funny	8	12/23/39
F-143	That Inferior Feeling	Excellent	10	1/20/40

SPECIAL SUBJECTS

X-151	Flag Speaks	A Must	19	57 4/40
X-80	Northward Ho!	A Trailer	9	3/ 9/40

FITZPATRICK TRAVELTALKS (12) (Tech.)

T-59	Calling on Colombia	Standard	8	4/27/40
T-51	Day on Treasure Island	Colorful	10	9/ 9/39
T-55	Land of Alaska Nellie	Good	10	1/27/40
T-61	Modern New Orleans	Interesting	9	6/ 1/40
T-52	Natural Wonders of Washington State	Okay	10	10/28/39
T-57	Night Descends on Treasure Island	Fair	9	3/ 9/40
T-56	Old Natchez	Good	9	2/ 3/40
T-53	Quaint St. Augustine	Charming	9	11/25/39
T-58	Seattle, Gateway to the Northwest	Standard	9	3/30/40
T-60	Sitka and Juneau	Interesting	9	4/27/40
T-62	Suva, Pride of Fiji	Pleasing	9	6/ 1/40
T-54	Valiant Venezuela	Standard	9	12/23/39

MGM 1940-41

	Comment	Running Time	Reviewed Issue Of
CARTOONS (18) (Tech.)			
W-243 Abdul the Bul-Bul Ameer		8	Not Rev.
W-241 Lonesome Stranger	Excellent	9	12/ 7/40
W-242 Mrs. Ladybug	Excellent	8	1/ 4/41
CRIME DOESN'T PAY (6)			
P-201 Eyes of the Navy	Excellent	22	10/19/40
P-204 Forbidden Passage	Tops	21	3/ 1/41
P-203 Respect the Law	Very Good	20	2/ 1/41
P-202 You the People	Excellent	21	1/ 4/41
MINIATURES (10)			
M-232 Great Meddler	Very Good	10	1/ 4/41
M-233 Happiest Man on Earth	Unusual	10	2/ 1/41
M-234 More About Nostradamus	Timely	11	2/22/41
M-231 Rodeo Dough	Very Good	10	12/ 7/40
OUR GANG (9)			
C-296 Baby Blues		10	Not Rev.
C-295 Fightin' Fools	Good Fun	10	2/ 1/41
C-293 Goin' Fishin'	Standard	10	11/ 9/40
C-291 Good Bad Boys	Good	11	9/ 7/40
C-294 Kiddie Cure	Good Gang	11	12/ 7/40
C-292 Waldo's Last Stand	Flimsy	10	11/ 9/40
PASSING PARADE (9)			
K-281 American Spoken Here	Excellent	10	12/ 7/40
K-282 Whispers	Excellent	10	2/22/41
PETE SMITH SPECIALTIES (14)			
S-264 Penny to the Rescue	Excellent	10	2/ 1/41
S-261 Quicker'n a Wink	Excellent	10	11/ 9/40
S-265 Quiz Biz	Entertaining	10	2/22/41
S-263 Sea For Yourself	Holds Interest	10	1/ 4/41
S-262 Wedding Bills	Very Good	10	12/ 7/40
FITZPATRICK TRAVELTALKS (12) (Tech.)			
T-218 Alluring Alaska		10	Not Rev.
T-214 Beautiful Bali	As Usual	10	12/ 7/40
T-211 Capital City	Fair	9	9/ 7/40
T-212 Cavalcade of San Francisco	Too Late	9	9/28/40
T-219 Glimpses of Kentucky		10	Not Rev.
Glimpses of Washington State		10	Not Rev.
Haiti, Land of Dark Majesty		10	Not Rev.
T-216 Mediterranean Ports of Call	Out-dated	10	2/ 1/41
T-213 Old New Mexico	Fair	10	11/ 9/40
T-215 Old New Orleans	As Usual	10	1/ 4/41
T-217 Red Men on Parade	Fair	10	3/ 1/41
Yosemite the Magnificent		10	Not Rev.

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COLOR CLASSICS (6) (Tech.)			
C9-3 Ants in the Plants	Good	7	3/23/40
C9-1 Fresh Vegetables Mystery	Clever	7	10/21/39
C9-4 Kick in Time	Good	7	2/24/40
C9-2 Little Lambkin	Cute	7	8/17/40
C9-5 Snubbed by a Snob	Cute	7	5/18/40
C9-6 You Can't Shoe a Horsefly	Cute	7	8/24/40
COLOR CRUISES (7)			
K9-6 Argentina		10	Not Rev.
K9-3 Chile	Fair Travelogue	10	12/16/39
K9-4 Cuba		10	Not Rev.
K9-1 Ecuador	Fair	10	9/16/39
K9-5 Isle of Columbus		10	Not Rev.
K9-7 Pacific Paradise	Interesting	10	7/13/40
K9-2 Peru	Average	10	10/21/39
HEADLINERS (10)			
A9-1 Artie Shaw's Class in Swing	For Swing Fans	10	8/26/39
A9-9 Blue Barron & Orch.	Good	10	6/ 8/40
A9-5 Frankie Masters and His Orchestra	Entertaining	11	1/20/40
A9-8 Have You Met Yvette?	Good	10	5/ 4/40
A9-4 Here's Hal	Average	10	12/16/39
A9-6 Jimmy Dorsey & Orch.	Snappy	10	2/24/40
A9-3 Moments of Charm of 1940	Very Good	11	11/ 4/39
A9-7 George Olsen and His Music	Peppy	10	3/23/40
A9-2 Ted Fio Rito & Orch.	Good	11	11/11/39
A9-10 Pinky Tomlin & Orch.	Entertaining	11	8/17/40
PARAGRAPHICS (10)			
V9-3 Bits of Life	Misses Fire	11	12/16/39
V9-2 Busy Little Bears	Splendid	10	11/11/39
V9-9 Dangerous Dollars	Informative	11	7/13/40
V9-7 Not So Dumb	Excellent	10	3/23/40
V9-6 Pictorial	Interesting	10	2/24/40
V9-10 Pictorial No. 2	Satisfactory	10	8/24/40
V9-1 Public Hobby No. 1	Stamp-endous	10	9/ 2/39
V9-5 Sugar Wind	Good	10	2/ 3/40
V9-8 Television Preview	Interesting	10	5/18/40
V9-4 Touchdown Review	Good Resume	10	1/27/40
POPEYE (12)			
E9-10 Doing Impossikible Stunts	Good	7	8/17/40
E9-3 Females Is Fickle	Good	7	3/23/40
E9-9 Fightin' Pals		7	Not Rev.
E9-5 Me Feelin's Is Hurt	Fair	7	5/ 4/40
E9-1 Never Sock a Baby	Good	6	11/18/39
E9-8 Nurse Mates	Fair	7	7/13/40
E9-6 Onion Pacific	Satisfactory	7	6/ 8/40
E9-12 Puttin' On the Act	Poor	7	8/24/40
E9-2 Shakespearian Spinach	Funny	7	2/ 3/40
E9-4 Stealin' Ain't Honest	Average	7	5/ 4/40
E9-11 Wimmin Hadn't Oughta Drive	Excellent	7	8/24/40
E9-7 Wimmin is a Myskery	Funny	7	6/ 8/40
POPULAR SCIENCE (6)			
J9-1 No. 1	Very Good	10	9/23/39
J9-2 No. 2	Very Interesting	10	11/25/39
J9-3 No. 3	Interesting	10	1/27/40
J9-4 No. 4	Exceptional	10	2/24/40
J9-5 No. 5	Very Good	10	5/ 4/40
J9-6 No. 6	Good	11	7/13/40

PARAMOUNT 1939-40 (Cont.)

	Comment	Running Time	Reviewed Issue Of
SPORTLIGHTS (13)			
R9-5 Aqua-Rhythm	Good	10	11/18/39
R9-10 Blue Streak	Excellent	10	5/ 4/40
R9-7 Bowling Skill	Very Good	10	2/ 3/40
R9-3 Catching Whoppers	Thrilling	10	9/23/39
R9-12 Cradle of Champions	Excellent	10	6/15/40
R9-4 Dog Is Born	Excellent	10	11/ 4/39
R9-2 Desert Adventure	Excellent	10	9/23/39
R9-8 Human Fish	Excellent	10	2/24/40
R9-1 Hydro-Maniacs	Exciting	10	8/26/39
R9-6 Judo Experts	Excellent	10	1/20/40
R9-11 Playmates of the Wild	Unique	10	5/18/40
R9-13 Sink or Swim	Very Good	10	7/13/40
R9-9 Two of a Kind	Fine	10	3/23/40
STONE AGE CARTOONS (12)			
B9-5 Foul Ball Player	Fair	7	6/ 8/40
B9-9 Fulla Bluff Man	Fair	7	8/24/40
B9-3 Granite Hotel	Good	7	5/18/40
B9-11 Pedagological Institution		7	Not Rev.
B9-10 Springtime in the Rockage		7	Not Rev.
B9-6 Ugly Dino	Cute	7	7/13/40
B9-2 Way Back When a Nag Was Only a Horse	Okay	7	3/23/40
B9-4 Way Back When a Night Club Was a Stick		7	Not Rev.
B9-8 Way Back When a Razzberry Was a Fruit	Fair	7	8/16/40
B9-1 Way Back When a Triangle Had Its Points	Fair	7	2/24/40
B9-12 Way Back When Women Had Their Weigh		7	Not Rev.
B9-7 Wedding Bells		7	Not Rev.
SYMPHONIC (3)			
D9-1 Blue Danube Waltz	Glorious Music	10	10/21/39
D9-2 Merry Wives of Windsor	For Music Lovers	9	11/11/39
D9-3 William Tell	Serious Music	10	12/16/39
UNUSUAL OCCUPATIONS (6)			
L9-1 No. 1	Good	11	10/14/39
L9-2 No. 2	Fair	11	12/16/39
L9-3 No. 3	Good	11	2/ 3/40
L9-4 No. 4	Interesting	10	5/ 4/40
L9-5 No. 5	Good	10	5/18/40
L9-6 No. 6	Interesting	10	8/16/40

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ANIMATED ANTICS (10)			
H0-4 Bring Himself Back Alive	Good	7	12/21/40
H0-1 Dandy Lion	Poor	7	10/ 5/40
H0-3 Mommy Loves Poppy	Average	7	11/23/40
H0-2 Sneak, Snoop and Snitch	Fair	7	11/23/40
H0-6 Speaking of Animals	Excellent	9	3/15/41
H0-5 Wild Oysters	Unusual	7	2/15/41
FASCINATING JOURNEYS (6) (Tech.)			
M0-4 Delhi	Good	11	Coming
M0-1 River Thames—Yesterday	Beautiful	10	11/23/40
M0-2 Sacred Ganges	Dull	10	1/25/41
M0-3 Village in India	Fair	10	2/22/41
GABBY CARTOONS (8) (Tech.)			
G0-3 All's Well	Silly	7	1/18/41
G0-2 Constable	Satisfactory	7	11/23/40
G0-1 King For a Day	Fair	7	10/26/40
G0-4 Two for the Zoo	Good	7	2/15/41
HEADLINERS (8)			
A0-5 Bob Chester & Orch.	Average	10	Coming
A0-4 Gene Krupa & Orch.	For Jitterbugs	10	2/22/41
A0-2 Listen to Larry	Satisfactory	10	11/ 2/40
A0-3 Johnnie Messner & Orch.	Fair	11	12/21/40
A0-1 Moments of Charm of 1941 (Tech.)	Pretty	10	10/ 5/40
MADCAP MODELS (6) (Tech.)			
V0-2 Dipsy Gipsy		9	Not Rev.
V0-1 Western Daze	Novel	9	1/11/41
PARAGRAPHICS (6)			
V0-3 Breezy Little Bears	Excellent	10	1/18/41
V0-1 Nature's Nursery	Excellent	10	11/ 2/40
V0-4 Red, White and Blue Hawaii	Fair	11	3/22/41
V0-2 Seeing Is Believing	Fair	11	12/ 7/40
POPEYE (12)			
E0-4 Eugene, the Jeep	Funny	7	12/ 7/40
E0-2 My Pop, My Pop	Amusing	7	11/ 2/40
E0-1 Popeye Meets William Tell	Funny	7	10/ 5/40
E0-5 Problem Pappy	Fair	7	1/25/41
E0-6 Quiet Pleeze	Very Good	7	3/22/41
E0-3 With Poopdeck Pappy	Entertaining	7	12/ 7/40
POPULAR SCIENCE (6)			
J0-1 No. 1	Good	10	10/ 5/40
J0-2 No. 2	Interesting	10	11/23/40
J0-3 No. 3	Interesting	10	12/21/40
J0-4 No. 4	Usual	10	3/22/41
J0-5 No. 5	Interesting	10	Coming
ROBERT BENCHLEY (4)			
S0-1 Trouble With Husbands	Great Fun	11	11/16/40
S0-2 Waiting For Baby	A Howl	10	2/22/41
SPECIAL CARTOON (1) (Tech.)			
FF0-1 Raggedy Ann	Very Good	19	12/21/40
SPORTLIGHTS (13)			
R0-6 Acrobatic Aces	Excellent	10	1/25/41
R0-8 Canine Sketches	Fine	10	3/22/41
R0-1 Diving Demons	Beautiful	10	10/ 5/40
R0-5 Feminine Fitness	Very Good	10	12/21/40
R0-7 Fishing Fever	Appealing	10	3/22/41
R0-4 Marine Round-up	Excellent	10	12/ 7/40
R0-3 Motorcycle Stunting	Thrills Aplenty	10	11/23/40
R0-2 Sporting Everglades	Very Good	10	10/26/40
R0-9 Sun Fun	Exhilarating	10	Coming
UNUSUAL OCCUPATIONS (6)			
L0-1 No. 1	Good	10	10/ 5/40
L0-2 No. 2	Interesting	10	12/ 7/40
L0-3 No. 3	Good	10	2/15/41
L0-4 No. 4	Good	11	3/29/41

RKO-RADIO 1939-40

	Comment	Running Time	Reviewed Issue Of
DISNEY CARTOONS (18) (Tech.)			
4105 Bill Poster	Very Good	8	5/25/40
4107 Bone Trouble		9	Not Rev.
4103 Donald's Dog Laundry	Very Funny	8	5/25/40
4109 Donald's Vacation	A Scream	8	8/10/40
4114 Fire Chief	Good	8	12/14/40
4113 Goofy's Glider	Excellent	8	12/14/40
4118 Little Whirlwind	Good	8	Coming
4106 Mr. Duck Steps Out	Swell	8	5/25/40
4112 Mr. Mouse Takes a Trip	Excellent	8	11/16/40
4101 Officer Duck	A Scream	8	9/16/39
4115 Pantry Pirate	Very Good	8	2/ 1/41
4110 Pluto's Dream House	Excellent	8	9/14/40
4117 Pluto's Playmate	Excellent	8	3/ 1/41
4108 Put-Put Troubles		7	Not Rev.
4102 Riveters	A Howl	7	5/25/40
4116 Timber	A Howl	8	3/ 1/41
4104 Tugboat Mickey	Excellent	8	5/25/40
4111 Window Cleaners	A Scream	8	10/19/40
EDGAR KENNEDY (6)			
3401 Act Your Age	Extremely Funny	18	10/ 7/39
3402 Kennedy the Great		19	Not Rev.
3404 Mutiny in the County		17	Not Rev.
3403 Slightly at Sea		16	Not Rev.
3405 'Taint Legal		16	Not Rev.
INFORMATION PLEASE (13)			
4201 No. 1 (Rex Stout)	Like Radio	11	9/30/39
4202 No. 2 (Gene Tunney)	Entertaining	10	10/28/39
4203 No. 3 (C. B. Kelland)	Entertaining	10	11/18/39
4204 No. 4 (Deems Taylor)	Very Good	11	12/23/39
4205 No. 5 (Chris. Morley)	Good	11	2/10/40
4206 No. 6 (Gene Tunney)	Very Good	10	2/17/40
4207 No. 7 (C. B. Kelland)	Entertaining	11	4/ 6/40
4208 No. 8 (Ruth Gordon)	Excellent	10	4/13/40
4209 No. 9 (Elmer Davis)	Excellent	11	4/27/40
4210 No. 10 (Deems Taylor)	Good	11	6/15/40
4211 No. 11 (Chris. Morley)	Entertaining	11	6/15/40
4212 No. 12 (Wendell Willkie)	Willkie Appeal	10	7/13/40
4213 No. 13 (Elmer Davis)	Amusing	9	8/10/40
LEON ERROL (6)			
3704 Bested by a Beard		20	Not Rev.
3703 Scrappily Married		20	Not Rev.
3702 Truth Aches		19	Not Rev.
3701 Wrong Room	A Howl	19	10/14/39
MARCH OF TIME (13)			
3108 Canada at War	Interesting	18	3/ 9/40
3109 America's Youth—1940	Satisfactory	19	4/13/40
3110 Philippines	Interesting	19	5/11/40
3111 U. S. Navy	Good	19	6/ 8/40
3112 Spoils of Conquest	Good	17	8/10/40
3113 Gateway to Panama	Okay	20	8/24/40
RADIO FLASH (8)			
3201 Blamed For a Blonde	Very Funny	19	10/ 7/39
3203 Chicken Feed		18	Not Rev.
3202 Coat Tales		18	Not Rev.
3205 Goodness a Ghost		16	Not Rev.
3204 Twincuplets		20	Not Rev.
RAY WHITLEY (8)			
3502 Bandits and Ballads		17	Not Rev.
3504 Coralling a School Marm	Good	20	8/10/40
3501 Cupid Rides the Range	Very Good	18	9/16/39
3503 Molly Cures a Cowboy		19	Not Rev.
REELISMS (13)			
4602 Acres of Plenty	Very Good	9	11/ 4/39
4609 Air Army	Timely	9	4/27/40
4603 American Royal	Excellent	9	11/18/39
4613 Hats		9	Not Rev.
4605 Men of Muscle	Good	9	2/10/40
4607 Navajoland	Very Good	10	2/10/40
4601 Nevada Unlimited	Interesting	9	9/30/39
4608 Siege	Startling	10	2/10/40
4610 Stray Lamb	Unusual	8	6/15/40
4611 Streamlined	Excellent	9	8/10/40
4606 Vacation Diary	Exhilarating	10	2/17/40
4612 Week End		9	Not Rev.
4604 West Wall	Informative	10	12/23/39
SPORTSCOPES (13)			
4306 Aquapoise	Swell	9	2/10/40
4312 Arrow Points	Good Archery	8	9/14/40
4309 Court Favorites	Interesting	10	4/27/40
4308 Flycasting	Interesting	9	4/ 6/40
4301 Gun Play	Fair	9	9/30/39
4302 Hunting Hounds	Very Good	9	11/ 4/39
4311 Hurdle Hoppers	Splendid	9	6/15/40
4303 Ice Cutters	Good	9	11/ 4/39
4307 Pennant Chasers	For Ball Fans	9	4/ 6/40
4310 Silent Wings	Interesting	10	6/15/40
4305 Sky Game	Excellent	9	12/23/39
4313 Trouble Shooter	For Golfers	9	9/14/40
4304 Winter Playground	Splendid	9	12/ 9/39

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DISNEY CARTOONS (18) (Tech.)			
14101 Golden Eggs		8	Not Rev.
EDGAR KENNEDY (6)			
13403 Drafted in the Depot		19	Not Rev.
13404 Mad About Moonshine	Fair	18	3/ 1/41
13401 Sunk by the Census	Funny	18	9/14/40
13402 Trailer Tragedy	Funny	17	10/19/40
INFORMATION PLEASE (13)			
14201 No. 1 (Anna Neagle)	Excellent	11	9/14/40
14202 No. 2 (Ruth Gordon)	Good	10	10/19/40
14203 No. 3 (Alice Marble)	Swell As Usual	10	11/16/40
14204 No. 4 (Louis Bromfield)	Excellent	11	12/14/40
14205 No. 5 (Wendell Willkie)	Good	10	2/ 1/41
14206 No. 6 (Jan Struther)	Excellent	11	3/ 1/41
14207 No. 7 (Anna Neagle)	Very Good	10	Coming

RKO-RADIO 1940-41 (Cont.)

		Comment	Running Time	Reviewed Issue Of
LEON ERROL (6)				
13703	Fired Man	Mildly Amusing	20	2/ 1/41
13701	He Asked for It	Very Funny	18	9/14/40
13702	Tattle Television	Funny	19	11/16/40
13704	When Wifie's Away	Fair	20	Coming
MARCH OF TIME (13)				
13101	On Foreign Newsfronts	Fair	19	9 21/40
13102	Britain's R.A.F.	Informative	18	10/ 5/40
13103	Mexico	Timely	19	10.26/40
13104	Arms and the Men—U.S.A.	Timely	19	11 23/40
13105	Labor and Defense—1941	Excellent	19	12 21/40
13106	Uncle Sam—Non-Belligerent	Excellent	19	1/18/41
13107	Americans All	Good	18	2 15/41
13108	Australia at War	Timely	18	3/15/41
RAY WHITLEY (4)				
13501	Bar Buckaroos	Good	16	11/16/40
13502	Prairie Spooners	Very Good	13	3/ 1/41
PICTURE PEOPLE (13)				
14401	No. 1	Interesting	10	9/14/40
14402	No. 2	Good	9	10/19/40
14403	No. 3	Night Club Plug	10	11 16/40
14404	No. 4	Good	10	12/14/40
14405	No. 5	Fair	10	2/ 1 41
14406	No. 6	Fair	10	3/ 1 41
14407	No. 7	Average	10	3/29 41
SPECIAL SUBJECT				
13801	Growing Up (Quins)	Wide Appeal	18	12/14 40
SOUTH AMERICA (3)				
14501	Eyes on Brazil	Very Interesting	10	3/ 1 41
SPORTSCOPES (13)				
14307	Caballero College	Fair	9	3/ 1 41
14302	Kentucky Royalty	Horse Lovers	9	10/19 40
14306	Mat Men	Good	9	3 1 41
14308	Publicity Sports	Excellent	9	Coming
14301	Quail Quest	Good	9	9/14/40
14305	Snow Eagles	Excellent	9	2/ 1/41
14304	Snow Fun	Exhilarating	9	12/14/40
14303	Sportsman's Partner	For Dog Lovers	9	11/16/40

REPUBLIC

MEET THE STARS (12)				
28-2	Baby Stars	Excellent	10	2/ 1 41
28-1	Chinese Garden Festival	Good Starter	10	12/21/40
28-3	Variety Reel	Interesting	10	3/ 1 41

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ADVENTURES OF A NEWSREEL CAMERAMAN (4)				
201	Conquering the Colorado	Exciting	11	8/19/39
202	Filming the Fleet	Exceptional	10	9/23/39
203	Sky Fighters	Excellent	10	12/ 9/39
204	Sanctuary of Seals	Unique	10	6/ 8/40
DRIBBLE PUSS PARADE—LEW LEHR (6)				
404	Cheerio My Dears		9	Not Rev.
403	Labor Savers	Amusing	9	3/30,40
401	Monkeys Is the Cwaziest People	Riot of Laughs	10	9/30/39
402	Silly Season	Very Funny	10	11/18/39
FASHION FORECASTS (4) (Tech.)				
601	For Going Places	For Women	10	9/23/39
603	For Outdoors	Excellent	10	3/30/40
602	For Play Hours	Excellent	10	2/24/40
604	No. 8		10	Not Rev.
MAGIC CARPET OF MOVIETONE (6)				
103	Aghileen Pinnacles	Excellent	11	10/14 39
101	Birthplace of Icebergs	Remarkable	11	8/19 39
107	Climbing the Spirit's Home	Interesting	10	3/30 40
102	Evergreen Empire	Interesting	10	9/23 39
106	Flying Stewardess		10	Not Rev.
108	Isles of the East	Excellent	9	6 1 40
104	Kangaroo Country	Interesting	10	12 9 39
105	Valley of 10,000 Smokes	Fascinating	10	12/ 9 39
SPORTS REVIEWS—THORGERSEN (6)				
306	Action on Ice		10	Not Rev.
301	Big Game Fishing	Exciting	10	9/16 39
302	Clocking the Jockeys	Interesting	11	10 14 39
304	Following the Hounds (Tech.)	Outstanding	10	2/24 40
305	Over the Seven Seas	Fine	10	3/30 40
303	Top Notch Tennis	Good	10	2/24 40
TERRYTOONS (26) (10 in Tech.)				
510	All's Well That Ends Well	Fair	7	4/ 6 40
559	Catnip Capers (Tech.)	Good	7	6/ 8 40
507	Dog in a Mansion	Good	7	2/24 40
508	Edgar Runs Again	Very Good	7	2/24 40
555	First Robin (Tech.)		7	Not Rev.
501	Golden West	Clever	7	8/19 39
509	Hare and Hounds		7	Not Rev.
556	Harvest Time (Tech.)	Clever	7	2/24 40
505	Hitch-Hiker		7	Not Rev.
552	Hook, Line and Sinker (Tech.)		7	Not Rev.
506	Ice Pond		7	Not Rev.
511	It Must Be Love		7	Not Rev.
558	Just a Little Bull (Tech.)		7	Not Rev.
517	Love in a Cottage		7	Not Rev.
557	Much Ado About Nothing	Good (Tech.)	7	4/ 6 40
504	One Mouse in a Million	Fair	7	12/ 9 39
553	Orphan Duck (Tech.)	Diverting	7	10/14 39
514	Professor Offkeyski	Good	7	6 1 40
515	Rover's Rescue		7	Not Rev.
516	Rupert the Runt		7	Not Rev.
502	Sheep in the Meadow	Satisfactory	7	10/14 39
513	Swiss Ski Yodelers	Clever	7	6/ 1 40
551	Two Headed Giant	Good (Tech.)	7	8/19/39
503	Watch Dog		7	Not Rev.
554	Wicky Wacky Romance	Excellent (Tech.)	7	12/ 9/39
512	Wot's All the Shootin' For		7	Not Rev.

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ADVENTURES OF A NEWSREEL CAMERAMAN (4)				
1201	Midget Motor Mania	Unusual	10	10/12/40
1203	Modern Highway	Good	10	3/ 1/41
1202	Training Police Horses	Excellent	10	2/ 8/41
FASHION FORECASTS (4) (Tech.) ANNOUNCED—NOT MADE				
LEW LEHR COMEDIES (4)				
1401	Grunters and Groaners	Tiresome	10	8/10/40
1402	Tale of Butch the Parrot		10	Not Rev.
MAGIC CARPET OF MOVIETONE (8)				
1101	Eskimo Trails	Enlightening	10	8/10/40
1103	Isle of Mystery		10	Not Rev.
1102	Land of Flowers (Tech.)	Colorful	9	8/10/40
1104	Old Dominion State (Tech.)	Very Good	10	11 30/40
1105	Spotlight on Indo-China		16	Not Rev.
RIPLEY'S BELIEVE IT OR NOT (4)				
1601	Acquited by the Sea	Excellent	10	10/12 40
SPORTS REVIEWS—THORGERSEN (6) (3 in Tech.)				
1303	Bowling for Strikes	For Bowlers	10	10/12/40
1302	Lure of the Trout (Tech.)	For Fly Casters	10	11/30/40
1304	Rodeo Goes to Town	Good	10	2/ 8/41
1305	Symphony in Snow		10	Not Rev.
1301	Vacation Time (Tech.)	OK	8	8/10/40
TERRYTOONS (26) (13 in Tech.)				
1551	Bill Mouse's Akwakade	Excellent (Tech.)	7	8/10/40
1501	Club Life in the Stone Age		7	Not Rev.
1507	Hairless Hector		7	Not Rev.
1503	Happy Haunting Grounds		7	Not Rev.
1558	Home Guard (Tech.)		7	Not Rev.
1553	How Wet Was My Ocean	Excellent (Tech.)	7	10/12/40
1554	Landing of the Pilgrims	Good (Tech.)	7	11/30/40
1552	Lucky Duck (Tech.)		7	Not Rev.
1557	Mississippi Swing	Rhythmic (Tech.)	7	2/ 8/41
1504	Magic Pencil	Poor	7	12/ 7/40
1555	Plane Goofy (Tech.)	Fair	7	12/ 7 40
1505	Snow Man		7	Not Rev.
1556	Temperamental Lion	Amusing (Tech.)	7	2/15/41
1502	Touchdown Demons	Amusing	7	10/ 5/40
1506	What a Little Sneeze Will Do	Good	7	2/15/41
1509	When Knights Were Bold		7	Not Rev.

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CARTUNES (13) WALTER LANTZ (Tech.)				
4261	A-Haunting We Will Go	Pretty Good	7	7 15 39
4265	Andy Panda Goes Fishing	Fair	9	2/10 40
4266	Kittens' Mittens	Good	9	2/24 40
4262	Life Begins For Andy Panda	Amusing	9	9/30/39
4268	180 Pygmies and Andy Panda	Good	7½	5/11 40
4263	Scrambled Eggs	Cute	8	12/30 39
4264	Sleeping Princess	Good Fun	7	12 2/39
4267	Tom Thumb, Jr.	Cute	8	4/ 6 40
GOING PLACES (15)				
4351	66—Man-Made Jungle		10	Not Rev.
4352	67—In the Heart of Africa	Very Good	9	10 21 39
4353	68—Funny Birds—Here and There	Excellent	9	10 21 39
4354	69—Playground of the Antilles	Interesting	9	12 23 39
4355	70—Delicacy on a Half Shell	Very Good	9	12 30 39
4356	71—Strange American Animals	Interesting	9	2 10 40
4357	72—Rhodesia	Good	9	4 6 40
4358	73—Working on the Railroads—The Country Goes to the Dogs	Excellent	9	3/30/40
4359	74—Barbados	Interesting	9	4 20 40
4360	75—Death Valley	Fascinating	10	4 20/40
4361	76—Pretzels—Goat Farms	Good	9	5 11 40
4362	77—Parlor Buckaroos	Interesting	10	6 22 40
4363	78—Curacao	Timely	9	6 22 40
4364	79—Coast of Curiosities		9	Not Rev.
4365	80—Down El Paso Way		10	Not Rev.
MUSICALS (13)				
4221	Boy Meets Joy	Good Diversion	20	9/ 2/39
4226	Bullets and Ballads	Good	18	2/17/40
4228	Folies Parisienne	Just Fair	18	4/20/40
4231	Hawaiian Rhythm		18	Not Rev.
4233	I Dream of Jeannie with the Light Brown Hair	Fair	17	9/21/40
4227	International Revels	Okay Filler	18	4/ 6/40
4230	Naughty Nineties	Pleasing	18	6/22 40
4225	Rhythm Jamboree	Fair Vaudeville	18	2/10/40
4223	Rhumba Land	Good Vaudeville	18½	12 2 39
4224	Snow Follies	Light Fare	19	12/30/39
4222	Swing Hotel	Diverting	17	10 21 39
4229	Swingin' in the Barn	Rustic Rhythm	19	6/22 40
4232	Varsity Vanities	Swing Session	18	8/ 3/40
SPECIAL SUBJECT (1)				
4110	March of Freedom	Well Done	20	5 20 39
STRANGER THAN FICTION (15)				
4371	No. 66	Very Good	10	9/23/39
4372	No. 67	Good	10	10 21 39
4373	No. 68	Interesting	9	10 21 39
4374	No. 69	Good	9	12 23 39
4375	No. 70	Average	9	12 23 39
4376	No. 71	Good	9	2/ 3/40
4377	No. 72	Average	9	4 6 40
4378	No. 73	Interesting	9	4/ 6/40
4379	No. 74	Good	9	4 20 40
4380	No. 75	Good	9	4 20/40
4381	No. 76	Good	9½	5/11/40
4382	No. 77	Good	9	6 22 40
4383	No. 78	Average	9	6 22 40
4384	No. 79		9	Not Rev.
4385	No. 80		9	Not Rev.

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CARTOONS (13) (Tech.)				
5241	Crazy House	Satisfactory	8	10/12/40
5246	Fair Today	Good	7	2/15/41
5247	Hysterical High Spots in American History	Fair	7	3/29/41
5243	Knock, Knock	Very Good	8	11/30/40
5245	Mouse Trappers	Amusing	7	2/ 8/41
5242	Recruiting Daze	Fair	8	11/ 2/40
5244	Syncopated Sioux	Clever	7	12/28/40
GOING PLACES (15)				
5351	81—Coast Guard	Interesting	10	9/21/40
5352	82—Sun Valley	Good	10	10/12/40
5353	83—Arizona	Interesting	10	10/12/40
5354	84—Melting Pot of the Caribbean	Good	10	12 28/40
5355	85—Hunting on Top of the World	Fascinating	9	12 28/40
5356	86—South of the Border	Interesting	10	2/15/41
5357	87—Swankiest Isle in the World	Interesting	10	3/15/41
5358	88—Deserts of America	Very Good	10	3/22/41
5359	89—Humorous Tombstones		10	Not Rev.
MUSICALS—TWO REEL (13)				
5226	Bagdad Daddy	Very Good	18	2/ 8/41
5225	Beat Me Daddy-Eight to the Bar		17	Not Rev.
5221	Class in Swing	Good Variety	16	10/12/40
5222	Congamania	Latin Liveliness	20	11/30/40
5227	Music in the Morgan Manner	Entertaining	18	3/29/41
5224	Tickled Pinky	Rustic Rhythm	18	1/ 4/41
5223	Torrid Tempos	Entertaining	18	11/30/40
SPECIAL SUBJECT (1)				
5110	Swing with Bing	Excellent	18	4/13 40
STRANGER THAN FICTION (15)				
5371	No. 81	Good	9	9/21/40
5372	No. 82	Average	9	10 12/40
5373	No. 83	Average	9	10/12/40
5374	No. 84	Good	9	11 30/40
5375	No. 85	Excellent	9	12/28/40
5376	No. 86	Up to Par	9	2/ 8/41
5377	No. 87	Good	9	3 29 41
5378	No. 88	Interesting	9	3 29 41

VITAPHONE-WARNER BROS. 1939-40

BROADWAY BREVITIES (10)				
5106	Alex in Wonderland		20	Not Rev.
5107	Double or Nothing	Amusing	20	2/17/40
5102	Ice Frelics	Entertaining	20	9/30/39
5105	One for the Book	Entertaining	20	12 30/39
5108	Public Jitterbug No. 1		18	Not Rev.
5101	Remember When	Swell	20	9/ 2/39
5103	Slapsie Maxie's	Perfect	17	8 26/39
5109	Spills for Thrills	Excellent	19	7/ 6/40
5104	World's Fair Junior	Just Fair	20	11/ 4/39
5110	Young America Flies	Excellent	22	7 27/40
COLOR PARADE (10)				
5402	American Saddle Horses	Interesting	10	11 25 39
5410	Famous Movie Dogs	Excellent	10	7 27/40
5407	Gun Dog's Life	Sure to Please	10	5 18/40
5401	Mechanix Illustrated #1	Good	10	9/ 2/39
5403	Mechanix Illustrated #2		10	Not Rev.
5405	Mechanix Illustrated #3	Interesting	10	2/17/40
5408	Mechanix Illustrated #4	Interesting	10	6/15 40
5406	Men Wanted	Interesting	10	4/13/40
5404	New Horizons	Good	10	12 30/39
5409	The Valley	Interesting	10	7/ 6/40
FEATURETS (Tech.) (8)				
5006	Cinderella's Feller	Excellent	16	6 15/40
5001	Monroe Doctrine	Excellent	16	10/28/39
5003	Old Hickory	Outstanding	17	12/30/39
5007	Pony Express Days	Excellent	19	7/ 6/40
5002	Royal Rodeo	Entertaining	15	11/25/39
5008	Service with the Colors	Sure-Fire	20	8/31/40
5005	Singing Dude	Excellent	18	4/13/40
5004	Teddy the Rough Rider	Excellent	19	2 17 40
LOONEY TUNES (16)				
5608	Africa Squeaks	Hilarious	7	2 24 40
5609	Ali Baba Bound		7	Not Rev.
5614	Chewin' Bruin	Amusing	7	6/15 40
5606	Film Fan	Excellent	7	1/ 6/40
5602	Jeepers Creepers	Funny	7	10 7/39
5603	Naughty Neighbors	Good	7	11/ 4/39
5616	Patient Porky	Good	7	8/31 40
5604	Pied Piper Porky	Good	7	11 25 39
5610	Pilgrim Porky	Clever	7	4/13 40
5615	Porky's Baseball Broadcast	Funny	7	7/ 6/40
5601	Porky's Hotel	Good	7	9/ 2/39
5607	Porky's Last Stand		7	Not Rev.
5613	Porky's Poor Fish		7	Not Rev.
5605	Porky the Giant Killer		7	Not Rev.
5611	Slap Happy Pappy		7	Not Rev.
5612	You Ought to Be in Pictures	Novel	7	5 18 40
MELODY MASTERS (10)				
5506	Dave Apollon	Average	10	2/24/40
5505	Frances Carroll and the Coquettes	Just Filler	10	1/ 6/40
5508	Dipsy Doodler	Swingy	10	5/18 40
5510	Woody Herman		10	Not Rev.
5502	Vincent Lopez	Lively	10	9 23/39
5509	Ozzie Nelson	Good	10	6 15 40
5507	Romance in Rhythm	Satisfactory	10	4/13 40
5503	Rubinoff and Orch.	Good	10	11/ 4/39
5501	Swing Styles	Good	10	8 26 39
5504	Symphony of Swing	Satisfactory	10	12/ 2 39

VITAPHONE 1939-40 (Cont.)

		Comment	Running Time	Reviewed Issue Of
MERRIE MELODIES (26) (Tech.)				
5316	Bears' Tale		7	Not Rev.
5312	Busy Bakers		7	Not Rev.
5322	Ceiling Hero		7	Not Rev.
5321	Circus Today	Clever	7	7/ 6/40
5315	Confederate Honey		7	Not Rev.
5314	Cross Country Detours	A Knockout	7	4/13/40
5309	Curious Puppy		7	Not Rev.
5310	Early Worm Gets the Bird		7	Not Rev.
5323	Egg Collector		7	Not Rev.
5313	Elmer's Candid Camera		7	Not Rev.
5306	Fagin's Freshmen	Amusing	7	11/25/39
5305	Fresh Fish	Swell	7	11/ 4/39
5319	Gander at Mother Goose	Good	7	5/18/40
5325	Ghost Wanted	Amusing	7	10/26/40
5304	Good Egg		7	Not Rev.
5317	Hardship of Miles Standish		7	Not Rev.
5303	Land of the Midnight Fun	Superb	7	9/23/39
5326	Little Blabbermouse	Amusing	7	8/ 3/40
5302	Little Lion Hunter		7	Not Rev.
5311	Mighty Hunters	Pleasing	7	2/17/40
5308	Screwball Football	Swell Cartoon	7	12/30/39
5301	Sioux Me	Clever	7	9/ 9/39
5307	Sniffles and Bookworm	Cute	7	2/24/40
5318	Sniffles Takes a Trip		7	Not Rev.
5320	Tom Thumb in Trouble	Cute	7	6/15/40
5324	Wild Hare		7	Not Rev.
SPECIAL RELEASE				
	Cavalcade of Academy Awards	Fan Appeal	31	5/18/40
VITAPHONE VARIETIES (6)				
5706	All Girl Revue		7	Not Rev.
5704	No Parking	Fairly Funny	10	4/13/40
5703	Organ Novelty	Fair	9	11/11/39
5705	Radio and Relatives		10	Not Rev.
5702	Sword Fishing	Exciting	10	10/ 7/39
5701	Vote Trouble	Laughs	10	8/26/39

1940-41

BROADWAY BREVITIES (9)				
6202	Alice in Movieland	Superlative	20	11/30/40
6204	Dog in the Orchard	Meritorious	20	1/18/41
6201	Just a Cute Kid		20	Not Rev.
6203	Mack Sennett Revival		20	Not Rev.
6205	Take the Air	Entertaining	20	3/ 8/41
ELSA MAXWELL COMEDIES (3)				
6102	Lady and the Lug		19	Not Rev.
6101	Riding Into Society	T'Ain't Funny	19	8/31/40
6103	Throwing a Party		20	Not Rev.
HOLLYWOOD NOVELTIES (10)				
6304	History Repeats Itself	Good	10	9/30/39
6301	Football Highlights	Rockne Build-up	10	8/31/40
6303	Mexican Jumping Beans	Very Good	10	11/30/40
6302	Shark Hunting	Exciting	10	8/ 3/40
6305	Wild Boar Hunt	Exciting	10	3/ 8/41
LOONEY TUNES (16)				
6601	Calling Dr. Porky		7	Not Rev.
6607	Haunted Mouse	Very Good	7	3/15/41
6608	Joe Glow the Firefly		7	Not Rev.
6602	Pre-Historic Porky	Clever	7	11/ 2/40
6609	Porky's Bear Facts		7	Not Rev.
6604	Porky's Hired Hand	Good	7	12/28/40
6606	Porky's Snooze Reel		7	Not Rev.
6603	Sour Puss	Satisfactory	7	11/30/40
6605	Timid Toreador	Good	7	1/18/41
MELODY MASTERS (10)				
6506	Cliff Edwards and His Buckaroos	Fair	10	3/ 8/41
6505	Henry Busse & Orch.	Good	10	11/30/40
6504	Skinny Ennis & Orch.	Good	10	12/28/40
6503	Jan Garber & Orch.		10	Not Rev.
6501	Matty Malneck	Snappy	10	8/ 3/40
6507	Freddie Martin & Orch.		10	Not Rev.
6502	Joe Reichman & Orch.	Excellent	10	11/ 2/40
MERRIE MELODIES (26) (Tech.)				
6706	Bed Time for Sniffles		7	Not Rev.
6713	Cat's Tale		7	Not Rev.
6712	Crackpot Quail		7	Not Rev.
6709	Elmer's Pet Rabbit	Funny	7	12/28/40
6710	Fighting 69½	Good	7	1/18/41
6704	Good Night Elmer		7	Not Rev.
6715	Goofy Groceries		7	Not Rev.
6703	Holiday Highlights	Swell Satire	7	11/ 2/40
6701	Malibu Beach Party	Grade A	7	8/31/40
6707	Of Fox and Hound		7	Not Rev.
6708	Shop, Look and Listen	Good	7	12/28/40
6711	Sniffles Bells the Cat	Fair	7	3/15/41
6702	Stage Fright	Satisfactory	7	10/26/40
6714	Tortoise Beats the Hare		7	Not Rev.
6716	Toy Trouble		7	Not Rev.
6705	Wacky Wildlife	Funny	7	12/ 7/40
TECHNICOLOR SPECIALS (6)				
6001	Flag of Humanity	Splendid	20	10/26/40
6002	March on Marines	Excellent	20	12/28/40
6003	Meet the Fleet	Excellent	20	1/18/41
6004	Wings of Steel		20	Not Rev.
SPECIAL SUBJECTS				
	Christmas Under Fire	Heart Appeal	10	1/18/41
	London Can Take It	Powerful	10	10/26/40
SPORTS PARADES (10)				
6404	California Thoroughbreds	Interesting	10	12/28/40
6403	Diary of a Racing Pigeon	Interesting	10	12/ 7/40
6402	Dogs You Seldom See	Good Novelty	10	8/31/40
6405	Fight, Fish, Fight	Thrilling	10	3/ 8/41
6401	Fly Fishing	For Anglers	10	10/26/40

MISCELLANEOUS

	Comment	Running Time	Reviewed Issue Of
Aida (Guaranteed)	For Music Lovers	9	5/11/40
Ave Maria (Malchain)	Impressive	10	7/ 1/39
Birth of the Movies (Alliance)	Interesting	22	11/ 4/39
Heroic Greece (Norton)	Timely	10	3/ 1/40
In the Bank (King of Comedy Pictures)	Still Good	19	11/16/40
Memory Lingers On No. 2 (Progress)	Excellent	10	8/ 5/39
Norway's Fate (Hoffberg)	Fair	10	5/18/40
On the Trail of the Tarpon (N. Y. Zoological Society)	Thrilling	11	1/13/40
Paper Hanger (King of Comedy Pictures)	Delightful	19	3/ 2/40
Rembrandt (Malchain)	Fascinating	11	7/ 1/39
Trip to the Sky (Malchain)	Interesting	10	7/ 1/39
Xochimilco (Atlas)	Entertaining	11	1/13/40

SERIALS 1939-40

Dist and Title	No. Chaps.	Reviewed Issue of
COLUMBIA		
Deadwood Dick	15 Chaps.	7/20/40
Green Archer	15 Chaps.	11/ 2/40
The Shadow	15 Chaps.	1/13/40
Terry and the Pirates	15 Chaps.	4/20/40

SERIALS 1939-40 (Cont.)

Dist. and Title	No. Chaps.	Reviewed Issue of
REPUBLIC		
Adventures of Red Ryder	12 Chaps.	6/15/40
Dick Tracy's G-Men	15 Chaps.	8/19/39
Drums of Fu Manchu	15 Chaps.	2/17/40
Zorro's Fighting Legion	12 Chaps.	12/ 2/39
UNIVERSAL		
Flash Gordon Conquers the Universe	12 Chaps.	2/24/40
Green Hornet	13 Chaps.	12/ 2/39
Phantom Creeps	12 Chaps.	8/12/39
Winners of the West	13 Chaps.	5/11/40

1940-41

COLUMBIA		
White Eagle	15 Chaps.	Not Rev.
REPUBLIC		
Adventures of Captain Marvel	12 Chaps.	3/ 8/41
King of the Royal Mounted	12 Chaps.	8/17/40
Mysterious Dr. Satan	15 Chaps.	11/23/40
UNIVERSAL		
Green Hornet Strikes Again	12 Chaps.	11/ 2/40
Junior G-Men	12 Chaps.	8/ 3/40
Riders of Death Valley	15 Chaps.	Not Rev.
Sky Raiders	12 Chaps.	2/15/41

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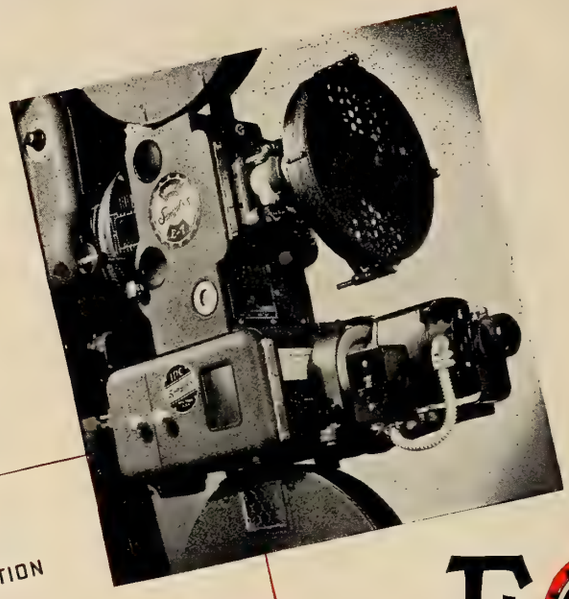
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